

# Plain Talks

GULF STATES UTILITIES COMPANY

NOVEMBER, 1961



## IN THIS ISSUE:

- Thanksgiving Contrasts, 1621-1961
- The Port of Lake Charles
- Debentures Sale Finance Company's Expansion Program





# Plain Talks

James S. Turner  
Editor

Jasper F. Worthy, contributing editor, Baton Rouge; Charlotte Hoepner, artist; Bunch Eads, writer; George T. Smith, writer.

## EXECUTIVE OFFICERS

ROY S. NELSON  
Chairman of the Board

J. J. MORRISON  
President

R. E. CARGILL  
Executive Vice President

H. E. BROWN  
Vice President  
Baton Rouge

E. L. ROBINSON  
Vice President  
General Sales Manager

L. M. WELCH  
Vice President  
Manager of System Operations

E. A. WERNER  
Vice President  
Personnel Manager

W. H. GIESEKE  
Vice President  
Secretary

A. W. HASTINGS  
Vice President

E. L. GRANAU  
Vice President  
Manager, Lake Charles Division

G. E. RICHARD  
Treasurer

## DIRECTORS

Munger T. Ball, Port Arthur; H. E. Brown, Baton Rouge; R. E. Cargill, Beaumont; Edwin T. Hiam, Boston, Mass.; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; E. L. Robinson, Beaumont; Edward H. Taussig, Lake Charles.

## REPORTERS

### BEAUMONT DIVISION

Mary Schlicher	Sales
Ann Evans	Sales
Barbara Andrews	Cust. Accounting
Gertrude Peddy	Substation
Grace Falls	Line
Hazel Johnson	Neches Station
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Accounting
Helen Clifton	Credit & Collections
Davie Carpenter	Orange
Doris Cryer	Silsbee
Norman Morrison	Service Center, T & D
Doris Thomas	Purchasing
Ginger Bailey	Accounting
Judy Moses	Rate & Depreciation
Ward McCurtain	Tax
Charlotte Hoepner	Advertising
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Frances Linthicum	Records
Gwen Thompson	Executive Dept.
Lily McCullar	Engineering
Ken Londers	Storeroom

### BATON ROUGE DIVISION

Virginia Yarbrough	Electric
Gayle Miller	Louisiana Station
Margie Force	T & D
Ethel Sharp	Purchasing
Brenda Haydel	Executive

### LAKE CHARLES DIVISION

Fay Denny	Sales
Jack Bass	Sales
Charlene Harper	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Trahan	Lafayette
Jo Ann Burnett	Substation
Dale Land	Sulphur
Tyrelle Hill	Safety
Zilda Sonnier	Engineering
Hubert H. Landry	Meter Shop
Bob Wiggins	Dispatcher
Margie Thom	Line
Bennie Cole	Customer Accounting
Dora Ann Aguillard	Nelson Station

### NAVASOTA STATION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mablene Pollard	Trinity
Lois Groce	Somerville
Bernice Falvey	Conroe
Betty Lynch	Madisonville

### PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

## CONTENTS

Thanksgiving in a Bountiful Land	2
Financing Our Company's Expansion	4
Children's Christmas Parties Schedule	7
The Port of Lake Charles	8
First Company Scholarships Granted	12



## OUR COVER

"MAY not and ought not the children of these . . . rightly say: Our fathers . . . came over this great ocean, and were ready to perish in this wilderness; but they cried unto the Lord, and he heard their voice, and looked on their adversitie. . . And thus they found the Lord to be with them in all their ways. . . for which let his holy name have the praise for ever, to all posteritie," . . . William Bradford, governor of Plymouth Colony, on the first Thanksgiving Day in 1621.

The Jack Ogdens of Woodville, and all Americans, are this "posteritie." Steve, Roger, Jill, Jackie, the twins, Bruce and Bryan, join their parents Georgia and Jack, in a song of praise to "his holy name" for the many blessings they have received this year.

Today, we, much like the Pilgrims in 1620, face a new wilderness—a wilderness of world tension, unrest, threats, suspicions and animosities. We, too, have a hard winter ahead.

Perhaps, this Thanksgiving Day as we dwell on our reasons to be grateful for the blessings of today and yesterday, we may increase our faith in tomorrow and find the courage to face the year ahead.



# THANKS EVERYBODY!

## CONGRATULATIONS *on putting the GIVING* *in THANKSGIVING*



### FOR SHARING YOUR BLESSINGS

**G**IVING thanks for the year's blessings began in New England three hundred and forty years ago, when the Pilgrims of Plymouth invited their neighbors, the Indians, to share the "bountifulness" of their harvest. Until then, there had never been a Thanksgiving Day. That first feast of thanksgiving, growing out of full hearts, has been repeated every autumn since 1621. It has become a beloved American tradition.

At this time of the year, it is fitting that we, also from a full heart, have an opportunity to share our material blessings with others less fortunate through our united community fund-raising campaigns.

It is gratifying to learn how well you responded to this worthy appeal. Each year your generous support is a major factor in the success of these campaigns throughout the area we serve.

Our Pilgrim forefathers came to this country with little more than a hope and a prayer. The freedom-loving generations which followed have developed it into the greatest nation on earth, yet we have not lost sight of the ideals expressed in that very first Thanksgiving.

Congratulations on another job well done.

Chairman of the Board





IT'S hard to imagine how Jack Ogden, sales representative, Woodville, his wife, Georgia, and children, Bryan and Bruce, two-year-old twins, Steve, five, Roger, seven, Jill, nine, and Jackie, eleven, would have reacted to Plymouth Colony in 1620.

The Ogdens live in a pleasant modern farm home set among the pine trees of East Texas near the community of Colmsneil. Certainly they would have found Plymouth a strange and forbidding place. The first settlers did.

"What could they see," asked William Bradford, "but a hideous and desolate wilderness full of wild beasts and wild men?"

Bradford and his 100 Mayflower shipmates, however, saw more than that. They saw a chance to end their dependence on the whim of patronage. They abandoned their charter to royal lands in Virginia and settled in Plymouth.

There, a year later, they held the first thanksgiving for their bountiful harvest. Perhaps the settlers could better appreciate their blessings because they were mixed with the hardships of frontier life.

Their definition of bounty seems strange today...

They lived in huts of boughs, bark, sod, and thatch.

Half the company had died of disease, without medical care.

One Indian tribe was friendly; the others weren't.

"Everyone," wrote Bradford in his journal, "had their quarter appointed them unto which they were to repair upon any sudden alarm."

*The Pilgrims Thanked God for . . .*

## A Bountiful Land

*. . . that we must keep that way by  
our individual enterprise*

"INDEED, WE HAVE NO COMMON SCHOOL, OR MEANS TO MAINTAIN ONE,"—William Bradford. Jack Ogden, sales representative, Woodville, and Bruce meet the school bus bringing home Roger, Jill and Jackie. The older children are part of the 99.4 per cent of American children between the ages of 7 and 13 who go to school. Education has come a long way since Plymouth, when the only books were the Bible and a copy of Barrieffe's Military Discipline.

Leisure was rare; entertainment unknown.

And food: "When they had maize," said Bradford, "they thought it as good as a feast."

The pilgrims at first farmed their land as a group, putting the produce into a common store, and drawing out an equal share.

Two years after the first thanksgiving, Governor Bradford sought to increase production so people would no longer, as he wrote, "languish in misery."

He tried a bold experiment. He assigned each family, a parcel of land, and told them the crop—if any—would be theirs.

"This had very good success," he wrote, "for it made all hands very industrious."

Commerce was a natural development.

"They began now highly to prize corn as more precious than silver, and those that had some to spare began to trade one with another for small things."

From this beginning grew the America known by the Ogdens and their 180 million countrymen. Their life, in pictures, contrasts sharply with parallels quoted from Bradford's chronicle.

Indeed, Bradford may have been peering 340 years in the future when he summed up his experiment in individual enterprises:

"The experience may well evince the vanity of some; that taking away property and bringing it into a commonwealth would make them happy and flourishing; as if they were wiser than God."





"THERE SHOULD BE NO GAMING OR REVELING." Jack and Steve wouldn't have had much fun in Plymouth. Life was a grim business. Jack would have found little time for play; getting enough to eat was a dawn-dusk labor. The average American works 40 hours a week; spends only 27.5 per cent of his income for food.

"MARKETS THERE WERE NONE TO GO TO, BUT ONLY THE INDIANS, AND THEY HAD NO TRADING COMMODITIES." If Georgia doesn't find what she wants here, she'll go to the next counter, or the next store—or even the next town. That's the way a competitive market system works. The average supermarket contains 5,000 separate items, 99 per cent of them completely unknown in 1620.

"WITH ABUNDANCE OF TOIL AND HAZARD, THEY FETCHED WOOD, MADE FIRES, DRESSED MEAT, MADE BEDS, WASHED CLOTHES.... ." Georgia has abundance in her modern home with its electrical appliances. But it's an abundance of devices designed to spare her the pioneer housewife's daily diet of toil and hazard, leaving her free to explore brighter avenues of life.



". . . TO REST AT NIGHT, NOT KNOWING WHERE TO HAVE A BIT OF ANYTHING THE NEXT DAY. . ." Bryan and Bruce have only to worry about who is going to play with the pipe next. Since their security depends largely on their dad's efforts and ability in a free society, there is little to dread of tomorrow.



"MANY WERE RAGGED IN APPAREL AND SOME LITTLE BETTER THAN HALF-NAKED." Jack and Georgia get the twins, Bryan and Bruce, ready for church. Maintaining their reputation as the world's best-clothed, Americans in one month alone bought 1,604,000 men's suits and 19,816,000 women's dresses.



"ABOUT JUNE 30 CAME ANOTHER SHIP, AND BROUGHT LETTERS DATED THE 10TH OF APRIL." Georgia and Jack listen to a late news program. Newsmen scramble to bring the latest to the public first, a sharp contrast with early America. Then, news depended on letter, wind, weather, and ocean.



*Vice President Gieseke answers  
some questions on our recent  
sale of \$15,000,000 in  
Debentures for . . .*

## Financing Our Company

*. . . in its expansion  
and construction program*



**EXPLAINS RECENT DEBENTURES SALE.** Mr. Gieseke was elected secretary of our Company in 1947 when we became an independent company. He was elected vice president in 1954. In these positions, he is in charge of the Corporate and Finance Department and has supervised our Company's long-range financial planning and short-term bank loan arrangements. Since 1947, he has been instrumental in raising approximately \$310 million of new money, through 31 different security issues, to finance the Company's construction program which has required average expenditures of \$32,000,000 a year the past decade.

*An interview with William H. Gieseke,  
financial vice president and  
corporate secretary of our Company*

**Editor:** Mr. Gieseke, we recently read in the newspapers that our Company sold \$15,000,000 principal amount of 20-year Debentures. Just what is a Debenture?

**Mr. Gieseke:** A Debenture is a long-term IOU. It is secured only by the good faith and credit of the Company. It is a method the Company uses to borrow money on its "signature", the same way a person of good character would go to a bank and borrow \$100 or \$200 without putting up any security such as his furniture or an appliance or his car.

**Editor:** The paper stated that these securities were sold at "competitive bidding." will you explain competitive bidding?

### Sold at Competitive Bidding

**Mr. Gieseke:** In competitive bidding, several investment banking houses will join together to form an underwriting group sometimes referred to as a syndicate. By pooling their resources, it helps speed the distribution of the securities and reduce the risk of all the members of the group in case they are not able to sell the securities as fast as they thought they would be. Investment bankers differ from commercial bankers in that it is the job of investment bankers to underwrite and sell new security issues. "Underwrit-

ing" means that a group of investment bankers agree to purchase from the Company on a fixed date and at a fixed price an entire issue of bonds, debentures or capital stock for distribution or resale to the investing public. Rival groups of underwriters submit sealed bids to the Company on a "bidding form" furnished by the Company. They are submitted at a specified hour on a set date in response to an "Invitation" by the Company published in newspapers. The successful bidder is determined by an analysis of the bids submitted by the various syndicates. If the Company is selling a block of bond or debentures, which carry a fixed interest rate, or preferred stock, which carries a fixed dividend rate, the winning bid is determined by the cost of money to the Company. Whoever wins the bid can resell the bonds, debentures or preferred stock to the general public or, if the winner chooses, he may just resell them to some institution such as an insurance company. If the Company is auctioning a block of additional common stock, the winning bid is determined on the basis of the highest price per share to be paid to the Company. Unlike senior securities, the winner must resell the common stock to the investing public.

**Editor:** How many investment banking houses are usually in a group?

**Mr. Gieseke:** There is no specified number in a bidding group. Generally, the groups that bid on Gulf States' securities will have anywhere from

4 to 65 members each. Each group designates one or two of its members to act as its Representative. Each member of the group signs an agreement or contract to buy a certain amount of the issue. The Representative acts as the manager of the group and is responsible for handling the legal details of the group and oversees the resale activities of the group members to assure a successful financing.

**Editor:** How many investment banking houses were in the bidding groups on this Debenture issue?

### Five Groups Make Bids

**Mr. Gieseke:** Five different groups representing a total of 165 investment banking houses located in practically every state in the nation submitted bids for the New Debentures.

**Editor:** Where were the bids opened?

**Mr. Gieseke:** The bids were presented to me in New York City and the Representatives from each of the five groups were present to watch the opening of the bids and were offered an opportunity to examine bids submitted by competing groups. Company Counsel was also present to pass on the legality of the winning bid. Counsel also made sure that no member of the group submitting the winning bid would cause a "conflict of interest" under any federal or state law, or disqualify the Company's Mortgage Trustee or either of its Debenture Trustees. After the bids were opened and examined, I telephoned Mr. Nelson





who was presiding at a meeting of the Board of Directors in session at our general office building in Beaumont and relayed the information taken from each bid. After carefully reviewing each bid, the Board voted to accept the one that provided the lowest cost of money to the Company and authorized me to execute a Debenture Purchase Contract. The winning bid was for a 4% coupon rate and 100.181% of the principal amount of the total issue. This means that these New Debentures will cost the Company 4.611% annually over the next 20 years.

**Editor:** What happened after the Board voted to accept the bid—what was your next move?

**Mr. Gieseke:** There are always many things requiring attention over the next 48 hours. The most important and of greatest urgency was the execution of the bid acceptance to implement the Purchase Contract. This takes only a moment because all the terms of purchase other than the price are agreed to prior to the bidding.

### Federal Commission Contacted

The next step is to contact the Federal Power Commission in Washington, D. C. which has been alerted beforehand to await the results of the bidding. A telephone conference hook-up is arranged between New York and Washington, D. C. In Washington, a representative of the Commission's general counsel office is on one phone, a representative of the Bureau of Finance is on another phone and a representative of counsel for the successful bidder is on another phone.

When the conference hook-up has been arranged, I announce to the other three parties the results of the bidding, specifying the bid, price, cost to the



Company, advise as to the successful bidder and the proposed public offering price and assure the Commission's staff members that the bidding procedure used by the Company complied with the Commission's requirements. The general counsel's office then takes the information to the Commission for its consideration and if the Commission is satisfied as to the reasonableness of the bid, price, and other factors, it will, by formal action, authorize the Company to proceed with its financing.

### Money Received

**Editor:** How much money did we actually receive for the Debentures?

**Mr. Gieseke:** The Debentures have a face value of \$1,000. So, for each \$1,000 Debenture the Company received \$1,001.81. If you multiply the 100.181% by \$15,000,000 you will see that the Company received a total of \$15,027,150 from the sale. The Debentures were dated October 1, 1961, for the determination of interest payment dates, but they were not actually issued until October 10. Consequently, in addition to the total amount I just mentioned, we received \$17,344 for 9 days accrued interest on the Debentures.

**Editor:** When you say the New Debentures will cost us so much, exactly what do you mean?

**Mr. Gieseke:** In order to borrow this particular \$15,000,000, we will have to pay the holders of the Debentures \$693,750 interest during the first year or approximately \$10,600,000 in interest during the 20 years that we use this money.

**Editor:** At the end of 20 years will we have to pay back the full \$15,000,000?

**Mr. Gieseke:** No. In the case of these Debentures, one of the terms under which they were issued is that each



year the Company will redeem \$375,000 of the Debentures through a "Sinking Fund". A "Sinking Fund" means that the Company will set aside so much money every year to "buy back" some of the Debentures, so that when they mature the Company will not have to put up the full \$15,000,000 to pay them off. In other words, by October 1, 1981, the maturity date of the Debentures, the Company will have paid off \$7,125,000, leaving \$7,875,000 of the New Debentures to be paid off on that date.

**Editor:** Will the general public have a chance to buy these Debentures?

**Mr. Gieseke:** Yes; the group that won the bid paid the Company a price something less than it figured it could resell the Debentures for. The difference between the price it paid the Company and the price it resold the Debentures for is the group's "spread" or profit. The New Debentures were offered to the general public at 100.978% of the principal amount. In other words, if you were to buy one of these Debentures it would cost you \$1,009.78, and if you were to keep it until it matured, you would have a 4.55% return on your money.

### Governmental Approval

**Editor:** May we issue securities any time we so choose, or do we have to get the approval of some governmental authority?

**Mr. Gieseke:** All securities other than certain short-term bank notes that the Company issues have to be authorized by the Federal Power Commission. All securities that we sell to the public must, in addition, be cleared with the Federal Securities and Exchange Commission. No state governmental agency has any authority over the issuance of our securities.

*(Continued on next page)*





(Continued from Page 5)

**Editor:** How do our Company's securities compare with those of other large companies?

**Mr. Gieseke:** Gulf Staters should be very proud to know that our Company's securities are looked upon very favorably by investors throughout the country. Certain standards have been set up to guide people who wish to invest money in the various companies. There are several investor services that "rate" the Debentures and Bonds sold to the general public. You have probably heard of several of them — Moody's, Standard and Poor's, Fitch's.

These rating agencies base their opinions on the managements' capabilities, the financial policies, the risk involved with each security, and the outlook for the different companies. Our New Debentures received an "A" rating, the same as our other out-

standing issue of Debentures. Our First Mortgage Bonds are all rated "AA". The Debentures have a lower rating than the Mortgage Bonds because the Bonds are secured by a mortgage on specific property, whereas, as I mentioned before, the Debentures are secured only by the good faith and credit of our Company.

### Paying the Interest

**Editor:** Does the Company pay directly to the Debenture-holders the interest due on the Debentures?

**Mr. Gieseke:** The Company furnishes the Trustee the money with which to pay the interest. The New Debentures were issued under a Trust Indenture dated as of October 1, 1961, between the Company and The American National Bank of Beaumont, Trustee under the Indenture. The principal and interest on the New Debentures are payable at the office of The American National Bank of Beaumont or, at the option of the holder, at the principal corporate trust office of Morgan Guaranty Trust Company of New York in New York City.

**Editor:** Why did you decide to sell Debentures instead of Mortgage Bonds or Preferred Stock or Common Stock?

**Mr. Gieseke:** We plan our security issues from 2 to 4 years ahead. When our financing schedule is made up, we analyze our capital structure to see what effect each security issue will have on it, so we will be sure to keep desirable capitalization ratios. Throughout these past years we have tried to keep our capital structure as flexible as possible.

In other words, if we have scheduled



an issue of Preferred Stock several years in advance, but when it comes time to issue Preferred Stock there is no market for it, we are able to substitute another security issue or a combination of security issues without hurting our capital structure. The rating agencies know that over the long-run we plan to stay within certain capitalization ratios; therefore, the ratings of our securities remain stable. Any change in our securities' ratings would have a direct effect on our Company's operations, its rates, revenues and net income.

### Affect on Capitalization

**Editor:** How did this Debenture issue affect our capitalization?

**Mr. Gieseke:** After giving effect to the issuance of the New Debentures, the Company's unsecured long-term debt constitutes 6% of total capitalization. At left is our Capitalization Table which may be of interest.

**Editor:** How does our Company's financing picture stand for the rest of the year?

**Mr. Gieseke:** The Debenture issue was the second step of the Company's 1961 financing program, the first step having taken place in January when 350,000 additional shares of Common Stock were sold for a total of \$12,656,350. No additional securities are scheduled to be sold this year. Revolving Credit Agreements will be utilized to provide funds required during the remainder of 1961 for construction and other corporate purposes. We will negotiate new Credit Agreements to provide for short-term bank borrowings — up to \$20 million — during 1962. We expect to borrow under the new Agreements to pay off any notes outstanding on December 31, 1961.

### CAPITALIZATION

Type of Security	Amount	Per Cent of Total
Preferred Stocks	\$ 52,500,000	13
Common Stock	88,828,725 )	
Premium on Preferred Stocks	514,651 )----	34
Earned Surplus	43,068,992* )	
Total Equity	\$184,912,368	47
First Mortgage Bonds	\$187,000,000	47
3% Debentures due 1969	10,050,000 )	
4½% Debentures due 1981	15,000,000 )----	6
Total Long-term Debt	\$212,050,000	53
Total Capitalization	\$396,962,368	100

\* As of September 30, 1961





# Children's Christmas Parties

Silsbee District  
Beaumont Treasury Department  
(Covers General Accounting, Rate, Personnel, Claims, Purchasing, Records, Pilots and Corporation.)

Service Center, TD and Storeroom  
Orange District and Sabine Station  
Beaumont System Engineering  
Beaumont T&D, Line and Substation  
Orange Colored  
Liberty and Gulf Districts  
Beaumont Colored (All Departments)  
Beaumont Sales (All Departments) and Division Accounting  
Beaumont Production

Madisonville  
Navasota and Somerville

Conroe and Cleveland  
Calvert  
Navasota Colored (All Departments)  
Huntsville

Sulphur District, Riverside and Nelson Stations  
Lafayette Colored  
Lafayette White  
Lake Charles Line, Storeroom and Engineering  
Lake Charles, All Other Departments  
Baton Rouge, White Employees  
Baton Rouge, Colored Employees  
Main Office, Mid-County, Engineering, Appliance Repair, Meter, Substation, Garage, Building and Grounds  
Line and Service Departments  
Port Arthur Colored Employees  
Jennings White Employees

Jennings Colored Employees

Woodville Lions Club Hall Monday, December 11  
Main Office, 20th Floor Monday, December 11

Main Office, 20th Floor Tuesday, December 12  
Orange Bowling Palace Wednesday, December 13  
Main Office, 20th Floor Wednesday, December 13  
Main Office, 20th Floor Thursday, December 14  
Orange Sales Floor Thursday, December 14  
Liberty Office Friday, December 15  
Main Office, 20th Floor Saturday, December 16  
Main Office, 20th Floor Monday, December 18

Neches Station Monday, December 18  
Madisonville Office Thursday, December 14  
August Horst Country Club, Navasota Friday, December 15

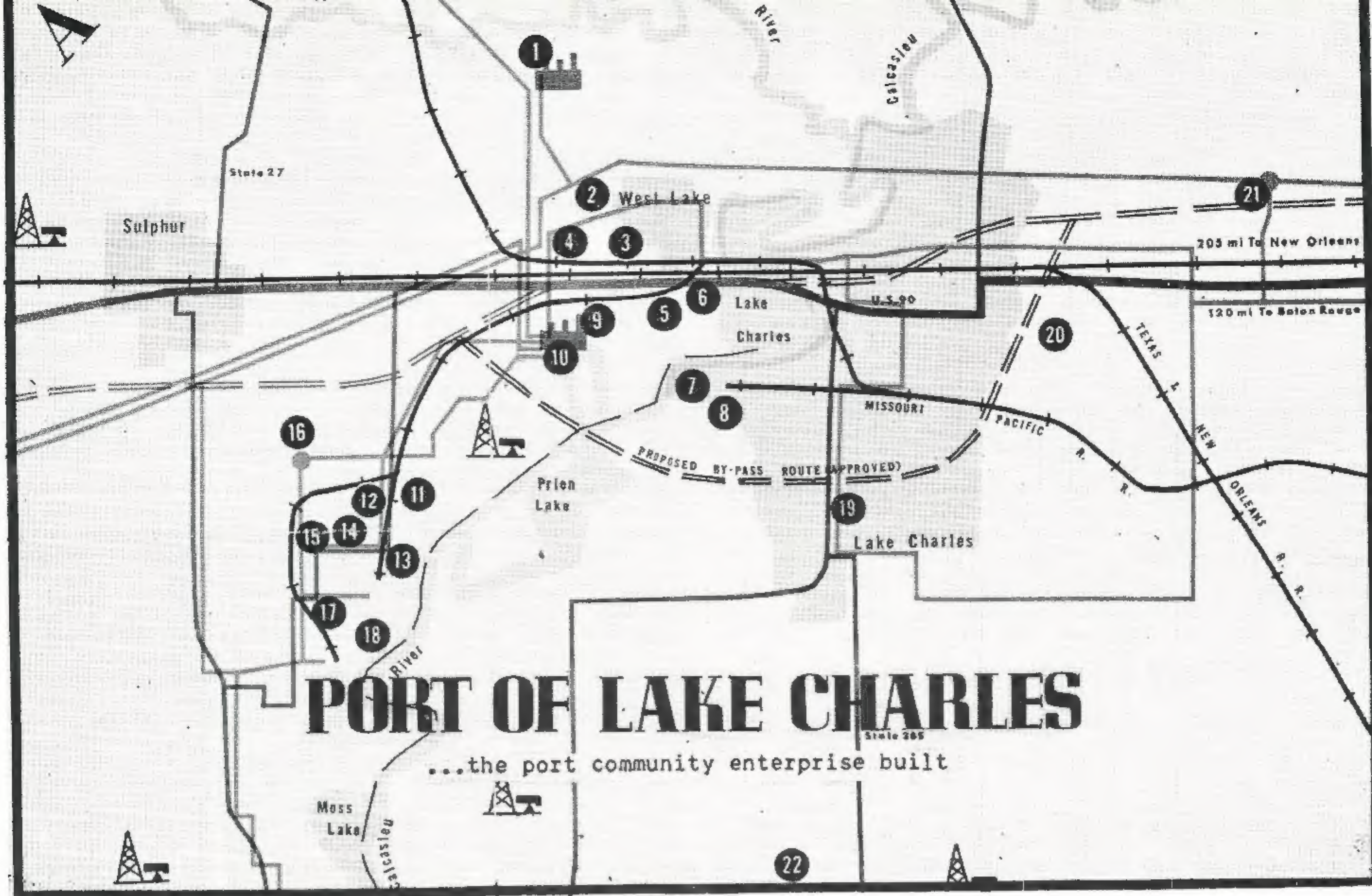
Jaycee Hut, Conroe Friday, December 15  
Calvert Office Saturday, December 16  
Navasota Service Center Saturday, December 16  
American Legion Hall Friday, December 22

Westlake Recreation Hall Thursday, December 14  
GSU Assembly Hall Thursday, December 14  
Jeanmard Hall, USL Friday, December 15  
LaGrange High School Monday, December 18  
LaGrange High School Tuesday, December 19  
Baton Rouge High School Saturday, December 16  
Capitol Senior High School Tuesday, December 19  
Port Arthur Service Center Monday, December 18

Port Arthur Service Center Tuesday, December 19  
Port Arthur Service Center Wednesday, December 20  
Jennings High School Wednesday, December 13  
Recreation Center  
Southside Recreation Thursday, December 14  
Center

*All parties will begin at 7 p.m. except for Baton Rouge White Employees. Their party will be held at 2 p.m.*





THE PORT OF LAKE CHARLES. Back in the early Twenties, the citizens of Southwestern Louisiana asked the federal government for funds to improve the Calcasieu River. They were refused. So, they voted local bonds and built the Port of Lake Charles. The foresight of these people paid off. Industries and facilities located in the Port area are: 1. Roy S. Nelson Station; 2. Continental Oil's Alfols Plant; 3. Continental Oil's Refinery No. 3; 4. Continental Carbon; 5. Olin Mathieson Chemical; Port of Lake Charles; 6. Rock Grinding plant;

7. Main Terminal; 8. Coke Loading Terminal; 9. Pittsburgh Plate Glass Chemical; 10. Riverside Station; 11. Hercules Powder; 12. Petroleum Chemicals; 13. Cities Service's Tutwiler Refinery; 14. Firestone Tire and Rubber Co.; 15. Cit-Con Oil Corp.; 16. Carlyss Bulk Substation; 17. Davison Chemical; 18. Lone Star Cement; 19. McNeese State College; 20. Chennault Air Force Base; 21. Lake Charles Bulk Substation; and 22. Municipal Airport. The citizens of Lake Charles recently voted a bond issue for further port improvements.

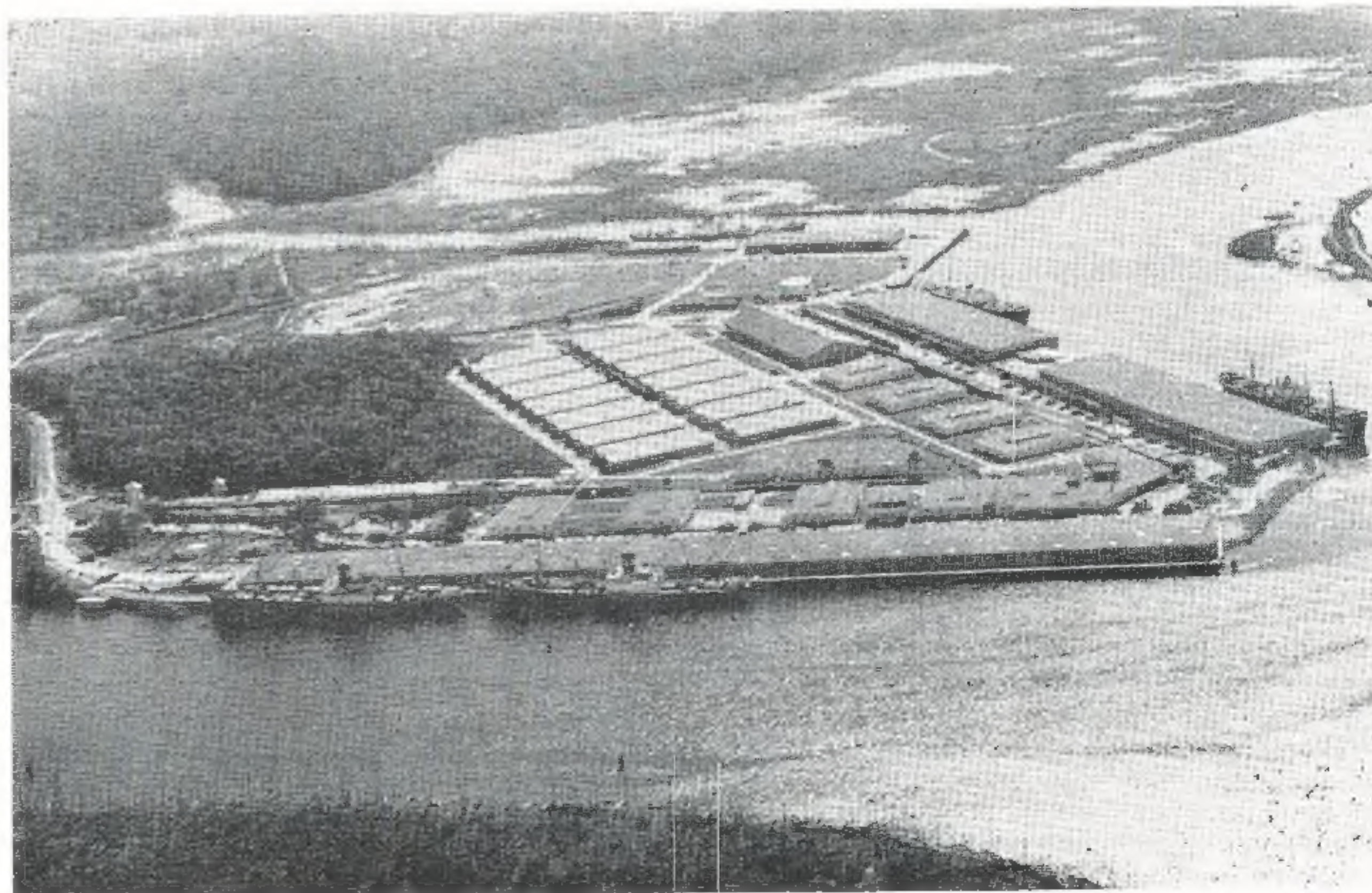
### *Third in a Series on Area Waterways and Ports*

IN 1771, Martin Carmasac LeBleu and his bride, newly arrived in America from Bordeaux, France, discovered a lake in the wilderness of Southwest Louisiana that was destined to become a geographical landmark familiar to captains of industry and commerce throughout the world.

They found it edged in snowy dogwood, redbud and wild azaleas. Today this same lake is edged with the modern city of Lake Charles, the Port of Lake Charles, an ever increasing number of industries and the growing community of West Lake.

### **Lake's Namesake**

The LeBleus lived among the peaceful tribes of Choctaws, Coushattas and Cherokees until the coming of other pioneers. Among the first to arrive was Carlos Salla, a Spaniard formerly of New Orleans, who later changed his name to Charles Sallier. He gave this name to the LeBleus' daughter,

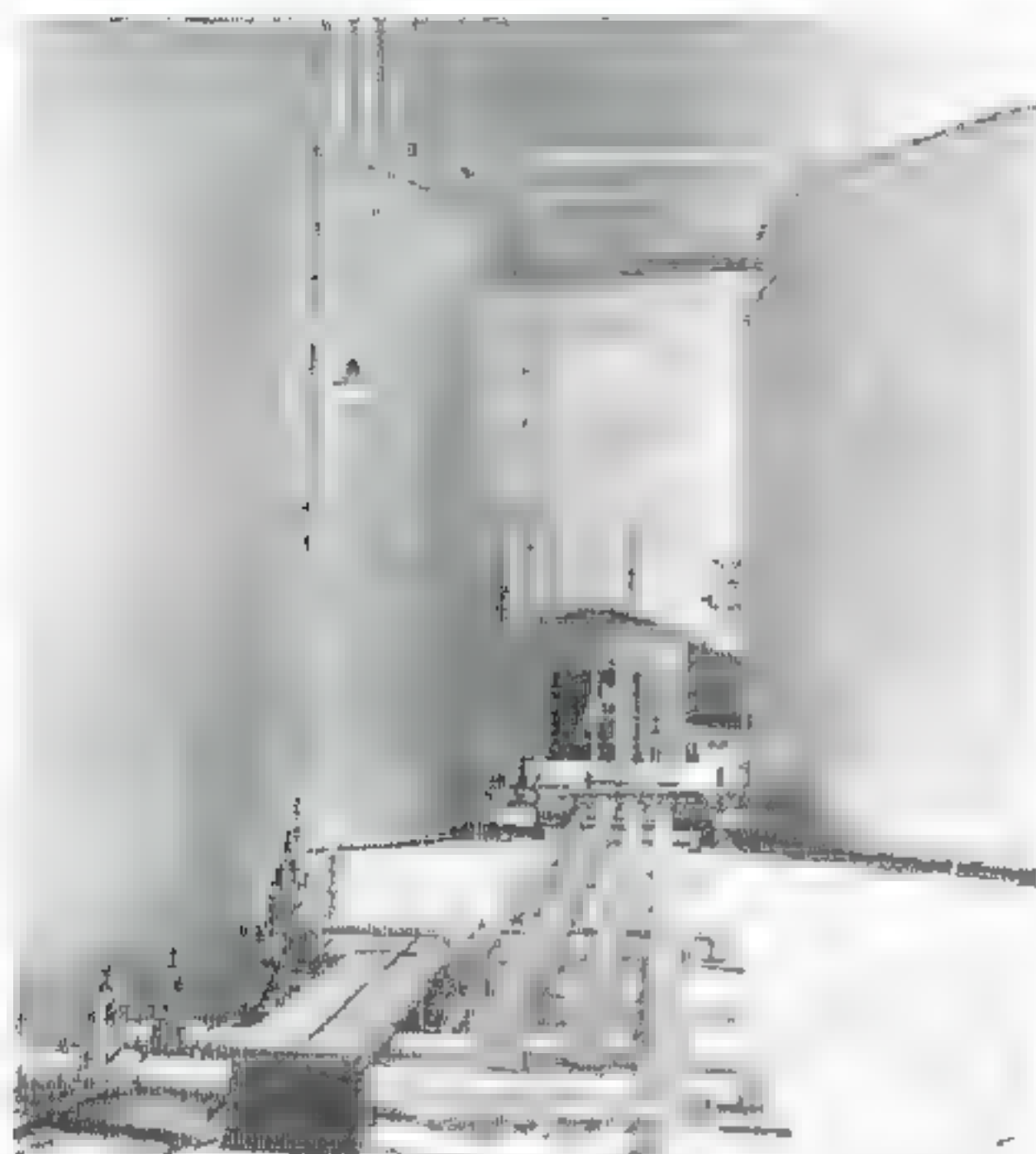


**PORT FACILITIES.** The Port of Lake Charles has four wharfs to berth nine ships, a barge wharf, cotton storage and compress, 34 warehouses, a rock grinding plant, one million gallon creosote storage tank, nitrate storage and three 400-ton coconut oil storage tanks. In 1960 a record of 871,294 tons were handled by these facilities. The Port also owns facilities at West Lake which are being developed for further expansion of port facilities.





**ATTRACTS VISITORS.** The Port of Lake Charles, built by the people of Southwestern Louisiana through their own enterprise, attracts many visitors from other towns and out-of-staters who are interested in making their hometowns shipping centers. This group of Arkansas businessmen recently paid a visit to the facilities.



**BULK LIQUID STORAGE.** These huge tanks are used for the storage of Tall Oil, a relatively new pine by-products, awaiting transshipment. Tall Oil is used by the paint, glass, and detergent industries.



**LOADING CREOSOTE.** A workman at the Port loads a tank car with creosote. This important wood preservative is shipped from Lake Charles to wood treating industries in Louisiana, Arkansas, Texas and Oklahoma.



**BAGGING CHILEAN NITRATE.** Workmen in a special warehouse at the Port of Lake Charles bag and prepare for shipment natural nitrate from Chile. The effective properties of this natural fertilizer have created a worldwide demand. This product, produced and exported in its natural form only by Chile has been moving through the Port for the past 30 years.

Catherine, and to the lake and community, originally known as Charley's Lake.

In this primitive territory transportation was largely dependent on round-about water routes. The Calcasieu River, the wilderness route to the sea, served the ships of slave traders and corsairs. Jean Lafitte, the legendary buccaneer, headquartered in Lake Charles before embarking on a career of piracy out of Campeche.

During 1840, the parish of Calcasieu was created out of the western part of St. Landry Parish. This parish included what is now Allen, Beauregard, Jeff Davis and part of Cameron Parishes. In 1852, Lake Charles became the seat of Calcasieu Parish. In 1857, the town was incorporated as Charleston. A new charter, changing the name to Lake Charles was adopted in 1867. The town then had a population of about 400.

### Men Who Helped Tame the Wilderness

The men who settled this wilderness place are legends in the annals of Lake Charles and Calcasieu Parish. Jacob Ryan was the town's first real estate man. He sold property by the rope length along what is now Ryan Street, the main street of the city.

Captain Daniel Goos came to Lake Charles in 1855 and established a lumber mill and a schooner dock in what is now called Goosport, a suburb of the city. J. B. Watkins purchased 960,000 acres in the area and promoted migration of farmers and mechanics from the midwest and founded the "American", Lake Charles' daily newspaper. He was instrumental in bringing in the railroad to the area and started a new era. He also built the town's first bank in 1885.

Dr. Seaman A. Knapp built a rice mill in Lake Charles in 1891. Today it is the largest in North America. He originated the "Boys Corn Club" which developed into the present nation-wide system of 4-H Clubs. He built and was first president of the Calcasieu-Marine National Bank, Lake Charles' largest bank today.

John McNeese was the first parish school superintendent and the first public school opened in 1882. The city's McNeese State College is named for him.

### A Timber and Agricultural Economy

In the early days of the settlement of these vast forest and prairie lands, the economy of the area was dependent

*(Continued on next page)*





**LOADING THE SHIPS OF THE WORLD.** Each year ships sailing under nearly every flag in the world call at the Port of Lake Charles to discharge and take on cargo. During 1960, 423 general cargo ships called at the Port. These ships disbursed moneys not only for port fees but also for longshoremen labor, minor repairs and supplies and fuel. At an average expenditure of \$6,308.99 per ship, this means that \$5,450,188.76 was disbursed by ships that called at the Port last year.

*(Continued from Page 9)*

on the lumber and agricultural industries. But, as the years passed, the timber thinned out and the industry began to fail.



**OUT TO SEA.** One of the large ocean-going vessels that call at the Port of Lake Charles makes its way through the 34 mile channel to the Gulf of Mexico and then on to the ports of the world.

In order to attract other industries to the area, the citizens of Southwest Louisiana petitioned for federal funds to improve the Calcasieu River so it could accommodate deep sea navigation. After being refused federal aid to dredge a channel to the Gulf of Mexico, the citizens pledged themselves to a community project that has no precedent and has yet to be duplicated. They voted local bonds, dredged their own deep water channel, built their own dock facilities and made Lake Charles a deep water port.

The port facilities are located on the east bank of Lake Charles at the head of a seaway that stretches 34 miles due south to the sea. Louisiana has two other deep water ports: New Orleans, 107 miles up the Mississippi from the Gulf and Baton Rouge, 237 miles from the Gulf.

### First Ship Arrives

The world of commerce responded to this bold venture in free enterprise. The first deep-sea ship to call at the Port of Lake Charles was the SS Sewalls Point which tied up to the dock on April 2, 1926. It was laden with can goods and fertilizer material for the Lake Charles plant of Kelley-Weber Fertilizer Company.

The Port's first year of operation, 1927, saw 295,359 tons handled through the Channel. By 1950, the Port was handling 319,533 tons annually. In 1960, it handled 871,294 tons. The large increase in tonnage is due to a great extent to the extra services it offers to shippers.

In order to attract more industry to the area, the Port has established many revenue-building services. In 1955, a modern combination phosphate rock and barite ore grinding plant was opened at West Lake. This plant was a new departure in public port facilities and has been very successful. It has greatly benefited agricultural and oil drilling operations by producing in greater volume phosphate rock, which is an ingredient of manufactured fertilizer, and barite ore, which is used in interior and off-shore drilling.

Another unusual departure was the building of three 400 ton storage tanks with boilers, pumps, loading racks and other necessary equipment for the handling of tall oil, a pine by product used in paint, glass and detergent products. Creosote oil, from the Pittsburgh, Pennsylvania, area, is barged to Lake Charles and stored in a one million-gallon tank for reshipment by barge and truck to the creosoting industries in Louisiana, Texas, Arkansas and Oklahoma.

The Port also owns and operates a modern high-density cotton compress with ten cotton storage buildings.

### Port's Improvement Program

Currently Port authorities are seeking approval by the federal govern-

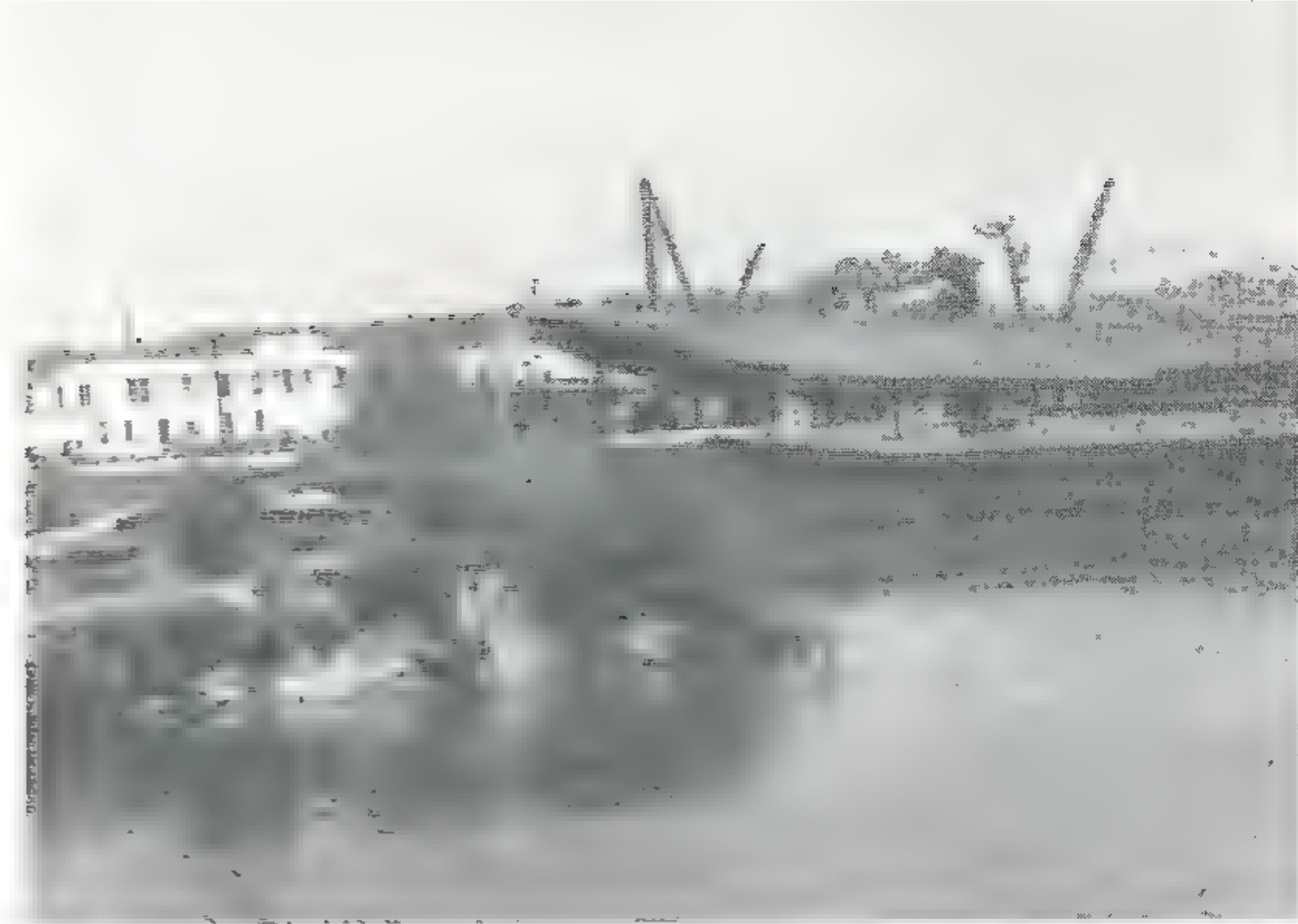


**PRIME CARGO.** Ever since Dr. Knapp built his rice mill and schooner wharf in 1891, rice, like this load being moved to the dark, has been one of the prime cargoes shipped from Lake Charles throughout the world.





**PLEASURE BOATING.** The waters of Lake Charles, the many rivers, bayous, lakes and the Gulf of Mexico offer plenty of opportunities for pleasure boating and fishing. In this part of the country a boat is much like a second car anywhere else in the United States.



**BARGE BUILDING.** One of the large barges that will one day use the waterways of our service area is under construction at the Zigler Shipyards in the Port of Jennings, a privately owned port on the Mermentau River about 32 miles from Lake Charles.

ment for a channel improvement program which would dredge it to a minimum depth of 40 feet and a minimum bottom width of 400 feet. The citizens of Lake Charles recently voted a \$13 million bond issue for these channel improvements, indicating their realization that the Port can help their city grow.

The bond issue will also help develop the long-awaited Industrial Canal project which will dredge a canal 500 feet wide, 35 feet deep and 2½ miles long to provide a potential 12 miles of industrial water front to help secure new industries. It will be located south of Lake Charles near the Intracoastal Waterway to be convenient for barge traffic. Also under construction is a petroleum coke bulk handling plant capable of receiving and shipping bulk petroleum coke by rail and truck and of berthing ships for exporting coke.

The foresight of the people of Southwest Louisiana, ever since the early days of settlement, has played a big role in growth of the area. Of course, the growth of the City of Lake Charles and the growth of industry in this section of the state has been largely dependent upon the Port of Lake Charles. The future modernization and improvement of the port facilities and the ship channel will help to continue this growth.

Recently the planning commission for Lake Charles estimated the city population will increase from 64,000 to 104,000 in the next ten years. The citizens of Southwest Louisiana see little reason to doubt such a prediction.

## The Port of Jennings

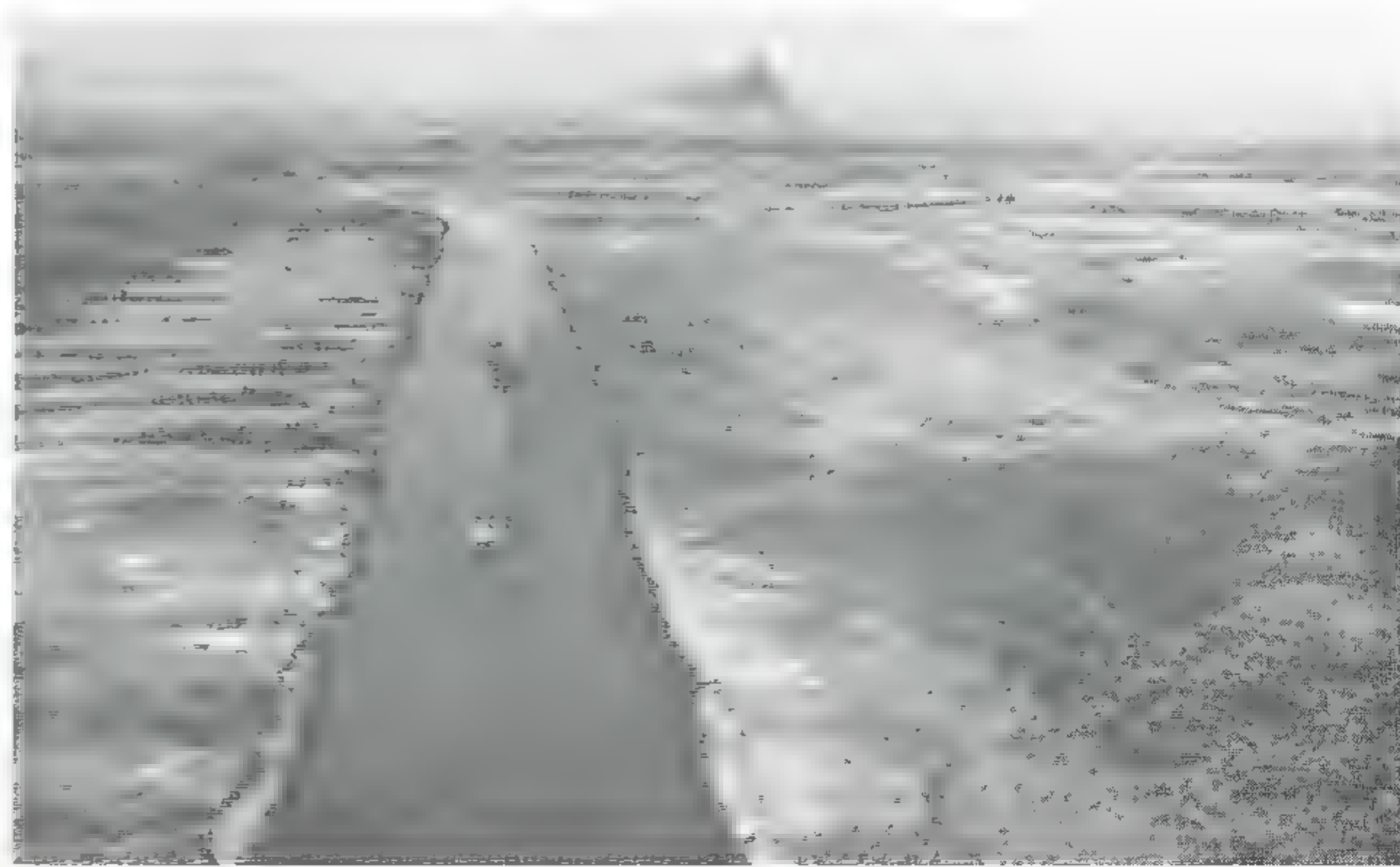
Located 32 miles away from the Port of Lake Charles is Southwest Louisiana's second port, the Port of Jennings. This port is located on the west bank of the Mermentau River near the city of Jennings. The port serves barge traffic on the Mermentau and the Intracoastal Canal.

Jennings, population 10,000 is the parish seat of Jefferson Davis Parish and was first settled in the early 1880's following the building of the Southern Pacific Railroad. Oil was first discovered in Louisiana in the Jennings

Field, five miles northeast of the city, on September 21, 1901. Today the economy of the area is founded on rice, cattle, oil and gas.

Located in the port area is the Zigler Shipyards and many other industries that serve the oil and gas industries of the area. There are facilities for oil field pipe storage, pipeline coating and wrapping, barge loading and unloading facilities, barge building and barge and boat repairing, and clam-shell loading facilities.

*(Next month the ports of the Golden Triangle: Port Arthur, Orange and Beaumont.)*

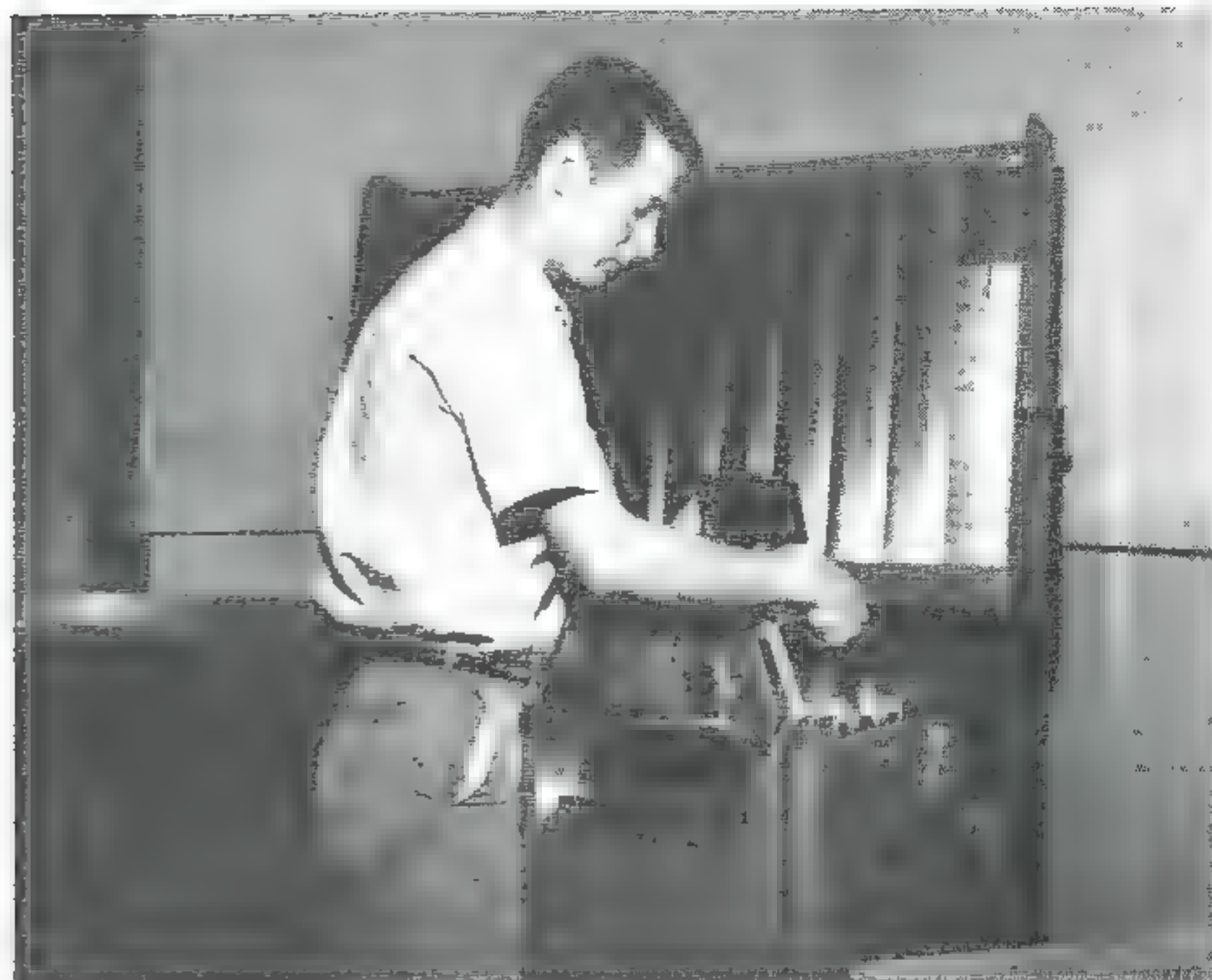


**BARGE TRAFFIC.** Loaded barges ply the waters of the Intracoastal Canal with the industries and City and Port of Lake Charles in the background. A large number of barges use the complete barge facilities at the Port annually.



*Company awards . . .*

# FIRST SCHOLARSHIP GRANTS



**PART OF A DAY'S WORK.** Kent Hansen, sophomore education major at Lamar Tech, and a part-time employee in our machine accounting-billing section, prepares to run a batch of cards through one of the department's IBM machines. He and his brother, Keith, are the sons of the late Herman "Humps" Hansen, assistant secretary.

**SINCE** June, when Plain Talks announced our College Scholarship Program, three scholarships have been awarded, all to sons of deceased employees. The three are Rodney Morrison, and Keith and Kent Hansen.

Plain Talks recently visited with all three young men to get their impressions of the scholarship program as it affects them.

## **Rodney Morrison at Lamar Tech**

Rodney Morrison, son of Mrs. Hugh Morrison of Beaumont, is a junior electrical engineering student at Lamar Tech and a 1956 graduate of Beaumont High School. Upon graduation from high school, Rodney entered Lamar. At the end of his freshman year he dropped out of school for two years, 18 months of which he worked and six months of which was spent on active duty with the Army. After completing his basic training at Fort Chaffee, Arkansas, Rodney spent the remainder of his tour of duty in the Military Police at Fort Gordon, Georgia. His father, Hugh Morrison, was a line foreman in Beaumont and had been a Company employee for 35 years. In discussing the Company's program, Rodney, who's an active member of the Lamar Tech chapter of the American Institute of Electrical Engineers, said, "This is one of the best opportunities any company could provide for children of deceased or disabled employees. In my case, due to the rising costs of a college education, I wouldn't have been able to return to school this year had I not received this additional financial assistance."



**DISCUSS ELECTRONIC DEVICE.** Rodney Morrison, right, junior electrical engineering major at Lamar Tech, discusses the operation of an electronic polarimeter with his physics professor, G. F. Landegren. This device is used to determine optically active substances such as the sugar content of a solution. Rodney is the son of the late Hugh Morrison, line foreman, Beaumont.





**HOMEWORK IS A FAMILY CHORE.** Keith Hansen, right, junior chemistry major at Lamar Tech, and his wife Betty, put in some study time in the college library as part of their busy schedule. Keith is the only married scholarship recipient. Both he and Kent are the sons of Gwen Hansen, Beaumont Division home service advisor.

### Hansen Brothers at Lamar

Kent Hansen, son of Gwen Hansen, Beaumont Division home service advisor, is a sophomore education major at Lamar Tech. In addition to a part-time job in our Company's machine accounting-billing section, Kent is an active member of Sigma Nu fraternity on the Lamar campus. "Thanks to the Company's scholarship program," Kent said, "I'm able to spend more time in the classroom working toward my degree, rather than having to spend the majority of my time working to meet the expenses of my education. In this manner I'll be able to complete my education sooner and won't be subjected to the discouragement so many students do who spend most of their time working to meet the expenses of attending fewer classes."

Keith Hansen, Kent's older brother, is also a student at Lamar Tech. A chemistry major, he is now a junior and plans to pursue graduate work after finishing his undergraduate studies. In addition to his part-time job on the Lamar campus as a research chemist's assistant, Keith is also employed part-time by Mobil Oil Company. Both Kent and Keith are graduates of Beaumont High School. Their late father, Herman "Humps" Hansen, was assistant secretary and had been an employee for 33 years. "Gulf States, through its scholarship program, is providing opportunities for us to continue our studies with a minimum of worry about the financial demands of a college education," Keith said, "and I feel I'm very fortunate in having been granted one of the scholarships."



### WHAT IS A CUSTOMER?

A CUSTOMER is not an outsider to our business; he is a definite part of it.

A CUSTOMER is not an interruption of our work; he is the purpose of it. We are not doing him a favor. He is doing us a favor by letting us serve him.

A CUSTOMER is not a cold statistic; he is a flesh-and-blood human being with feelings and emotions like our own.

A CUSTOMER is not someone to argue or match wits with. He deserves courteous, attentive treatment.

A CUSTOMER is not dependent on us. We are dependent on him.

A CUSTOMER brings us his wants. It is our job to handle them properly and profitably—both to him and to ourselves.

A CUSTOMER makes it possible to pay our salary.

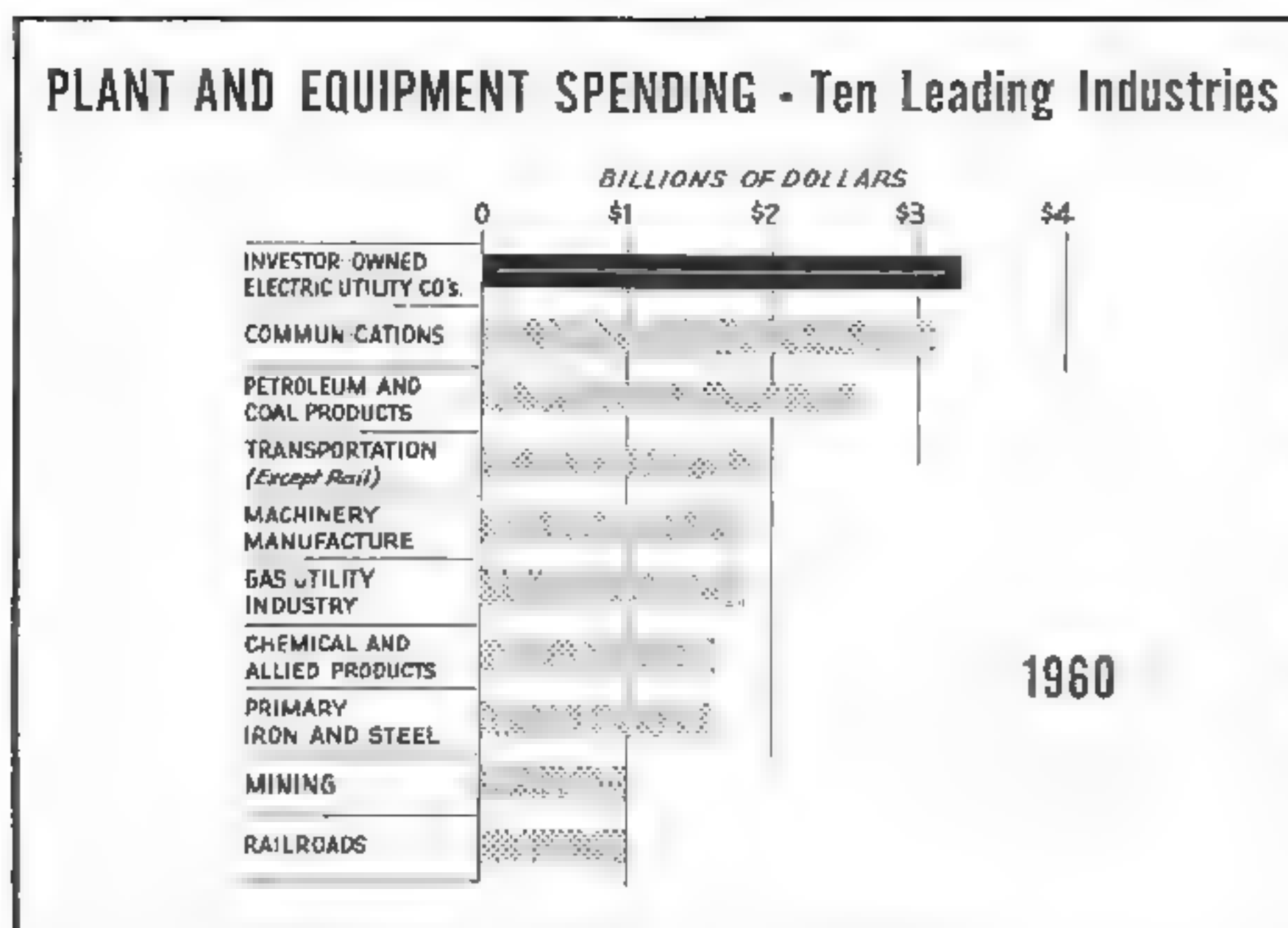
A CUSTOMER is the Most Important Person in our business.

*Reprinted from the Esso Marketer*

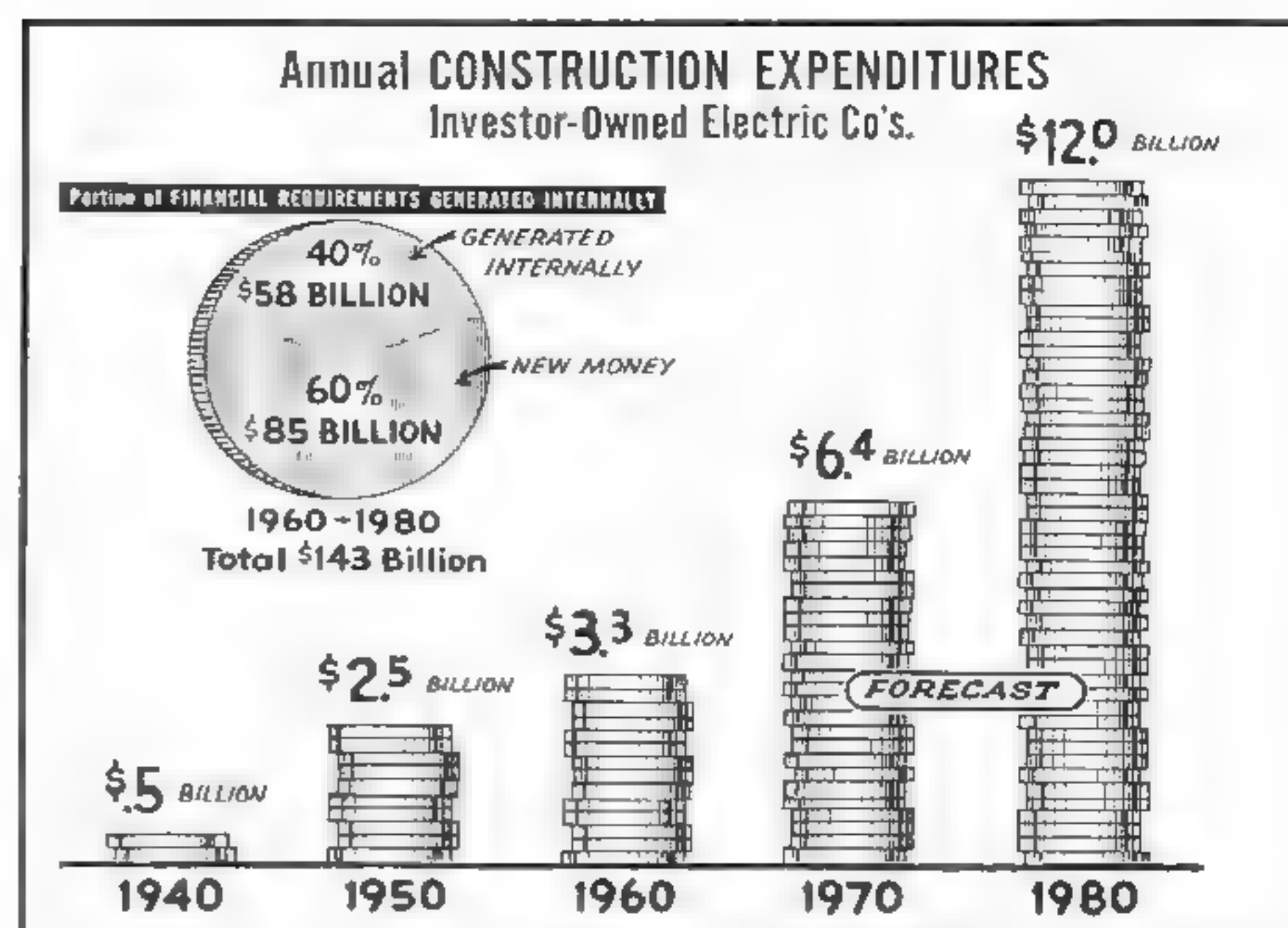
*If we are to succeed in the great struggle of ideas that is under way, we must first of all know what we believe. We must also become clear in our own minds as to what it is that we want to preserve. . . .*

*Friedrich A. Hayek*





INVESTOR-OWNED ELECTRIC COMPANIES invested over \$3.2 billion last year to build new plants, lines and other facilities. This expenditure, which is expected to be equalled in 1961, represented 10% of all the construction done by all American business and was the largest such investment of any one industry.



AMERICA'S ELECTRIC COMPANIES expect to double their yearly construction budget by 1970 and nearly quadruple it by 1980. Of the \$143 billion these companies will spend to build new facilities during a 20-year period, the companies will supply 40% of the money and borrow the other 60% from investors in the free market.

## Electric Utility Construction Creates More Jobs And Prosperity for Millions of Americans

INVESTOR-OWNED electric company construction, which has averaged \$3.2 billion a year since 1954, produces more jobs and more trade for millions of people you may not normally associate with our business. Carpenters, pipefitters, steelworkers, lumbermen and countless other non-utility workers are busy building new electric facilities and making the materials used in construction. Refinery workers, truck drivers, merchants and suppliers help provide the supplies and services needed to carry out this multi-billion dollar building job.

Our Company alone is investing \$46,000,000 to

build new plants, lines, substations and other facilities in 1961, greatly stimulating area prosperity by providing more jobs and business for local people. These 1961 expenditures are part of a \$195,000,000 construction program that will take four years to complete.

This huge, industry-wide building program will continue as long as America continues to grow and use more and more electric power. And workers all over the nation keep on benefiting from the jobs and prosperity created by investor-owned electric industry construction.



from our Home Service Department come  
recipes for your . . .

## Festive Bird

By Miss Harriet Babin  
Home Service Advisor  
Orange

MEALS acquire a festive air when delicious turkey dishes compose a portion of the menu. Now is the time for you to delight family and friends with some of the many feasts this fowl makes possible.

The preparation of tempting turkey treats is a fool-proof process with the controlled heat of an electric range. But it is your job to prepare the fowl for cooking, adding seasonings and serving.

### Selection and Preparation

1. Select your turkey with care. Look for clean, waxy skin with no bruises or discolorations. A fowl with a generally plump appearance and streaks of fat under the skin is meaty and more desirable.
2. Buy your turkey according to size.

Ready to cook weight of turkey	Number of servings
8—10 lbs	16—18
10—14 lbs	20—28
14—18 lbs	28—36
18—20 lbs	36—40
3. Prepare the turkey by cleaning it thoroughly. Be sure to remove all pinfeathers. Singe the bird, if necessary. Clean the cavity by removing any bits of lung, kidney, etc. then rinse it with cold water. Wash the entire bird well. It may be necessary to scrub the turkey with baking soda to insure a perfectly clean skin. Rinse with cold water and drain well.
4. To thaw a frozen turkey, leave in original wrapping and place in refrigerator (2-3 days). May defrost at room temperature overnight. Cook immediately after defrosting and do not refreeze.

### Roast Turkey

Clean and prepare turkey. Salt inside cavity with 1/8 teaspoon salt per pound. Stuff turkey if desired. Closely bind legs and wings to body of bird with strings or with skewers and cord. Grease turkey all over with melted fat or butter. Place in a shallow pan or rack. Do not cover, since most turkeys on the market today are young and need no covering.

If V-shaped rack is used, turkey should be roasted breast side down the entire time. Place oven rack low in oven for even browning. If the turkey seems



YOUR FESTIVE SEASON TURKEY. Miss Harriet Babin, home service advisor, Orange, prepares to remove her beautiful browned turkey from a built-in electric oven. Miss Babin prepared the recipes for your holiday season bird that are featured on this page. Miss Babin is a graduate of Louisiana State University. She works with homemakers served by our Company in the Orange, Bridge City and Vidor areas.

to brown too quickly, cover it loosely with aluminum foil.

8-10 lbs. 325 degrees 20-25 minutes per lb.

3 1/2-4 hours

10-14 lbs. 325 degrees 10-20 minutes per lb.

4-4 1/2 hours

Plan roasting so turkey is out of oven 15 to 25 minutes before serving. Turkey absorbs juices and is easy to carve.

### Turkey Gravy

2 Tbsps. Turkey fat	2 cups liquid (dripping or stock)
4 Tbsps. flour	
1 cup cold water	Salt and pepper

Skim most of fat from drippings. Blend flour in fat, add water and drippings or stock. Season with salt and pepper. Boil five minutes. May add giblets.

### Cornbread Dressing

1 1/2 cups onion, chopped	1 Tbsp. salt
2 cups celery, chopped	Red and black pepper
1/2 cup butter, melted	Hot milk
6 cups cornbread	4 eggs (2 raw-2 cooked)
1/2 cup parsley, chopped	1 Tbsp. baking powder

Saute' onions and celery in butter until soft, not brown. Add bread, parsley, salt, pepper and enough hot milk to moisten. Add beaten raw eggs and chopped cooked eggs. Add baking powder. Mix well. Stuff turkey or bake in casserole at 325 degrees with turkey 30-40 minutes before serving.



# OFF-THE-JOB SAFETY



**PLAYING IN STREET DANGEROUS.** Joyce Faulk, Lake Charles' safety candidate, tells Lisa Gibson and David Lasater, both three-years-old, the dangers that await anyone who dashes between parked cars or plays in the street. Lisa is the daughter of Verlie Gibson and David is the son of Heart Lasater. Both mothers and Mrs. Faulk are clerks in the Sulphur District Office.

*More accidents occur in the home annually than on the job in all the industries in this country. Our Safety Princesses ask that we please observe safety in the home as much as we do on the job, for our sake and that of our families. This month the candidates illustrate some of the more common off-the-job accidents. All of these reenactments have actually happened to employees and their loved ones.*

**KITCHEN HAZARDS.** Gwen Hansen, left, home service advisor, Beaumont, points out some of the most common causes of kitchen accidents for small children to Hazel Johnson, Beaumont's safety princess. Mrs. Hansen tells Hazel that an electric cord hanging down invites a child to yank on it. Also, a child's curiosity will get the best of him when he sees a pot handle turned outward on the stove. After all he'd like to know 'what's for dinner?'





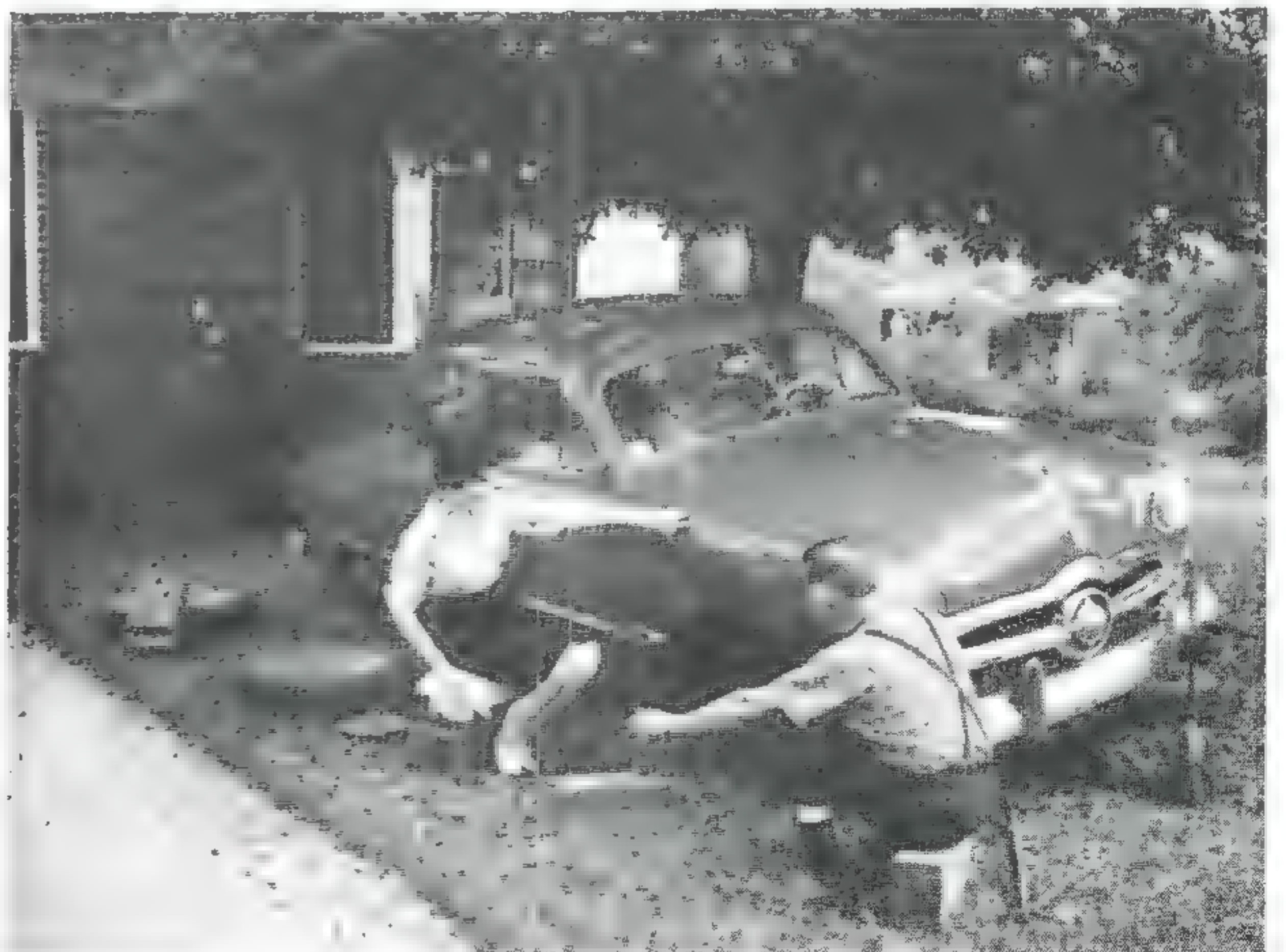


**MEDICINES ARE KILLERS.** Nina Ruth Rhodes, Navasota's candidate for safety queen, is moving medicines, that might be poisonous for small children, to the top shelf of her bathroom cabinet. Also, Nina Ruth points out, make sure all bottles are properly labeled. After all, adults could also take the wrong medicine or a poison if there were no labels and the bottles looked alike.



**KEEP POISONS OUT OF REACH.** Jo Anne Landry, safety princess, Port Arthur, helps Doris Roy, wife of Leonard Roy, Port Arthur Meter, move household poisons out of reach of Charley, one-year-old son of the Roys. The best safety precaution, with small children and poisons around the house, is to keep all garden sprays and household cleansers and poisons stored under lock and key.

**"SHADE TREE" MECHANIC.** Carolyn St. Amant, Baton Rouge home service advisor and Baton Rouge's candidate for Safety Queen, and George Lill, shop foreman, Baton Rouge Garage, hurry to get out of the way as Kilowatt Pete's car falls off the flimsy jacks he used. Poor Pete! If he had only used the wooden blocks to support the car as Carolyn and George had urged him to do.





# Satisfaction Guaranteed

. . . or your time back

**M**OST of us have to work. Whether we enjoy our work or whether we look upon it as dreary drudgery determines the tone of our lives.

Some people are happy in their work. Others are miserable. Some are alive, keen and in tune with the busy world around them. Others are bored, tired and listless. Some have discovered that there is true joy in doing whatever they have to do as well as they can. They know the deep satisfaction which comes from pleasing the

most demanding boss of all — themselves.

Every job contains an element of boredom. The wise person takes this in his stride, doesn't dwell on the negative aspect. He knows that his work is a true extension of himself. He thinks of ways to do his work better, more efficiently. He knows that this is the way to find happiness in his work. This happiness comes from within; it is not dependent upon others. It is solid because it is based

upon a quiet, strong contentment.

Recently, we watched a man dig a long, deep ditch. It was grueling work. Many stubborn boulders had to be removed. The sun baked down on this man. But he seemed oblivious to the scorching sun and nipping flies. He handled his shovel with the skill of a surgeon. When he finished he stepped back and said with quiet pride, "That's a fine job." This man knew the lasting satisfaction derived from a job well done.



## Make Work Worthwhile

You're looking at a happy man. He's tired, of course. Who wouldn't be after the day he put in? But he'll bounce back quickly, stimulated by that wonderful feeling of accomplishment.

Ed and his crew, as he calls his associates, had a deadline to meet. The sales strategy for the year had to be mapped out so it could be presented to the salesmen the next morning. They started early and kept at it until they were satisfied with their work.

There is nothing like the fun of working with people for the sheer joy of accomplishing a worthwhile purpose. This is when life surges with excitement.

A wonderful day indeed!

## Every Job Is Important

Since time began man has scanned the horizon, searching for a better way of life than his own. To their sorrow, many discovered that what they saw was only a mirage.

Look at these two men. It's perfectly natural to have occasional thoughts like theirs. Everybody does. But you and I know that the pilot would soon get restless if he lived on a farm. And the farmer would soon yearn to get his feet back on the land rather than fly over it.



## Stick With What You Do Best

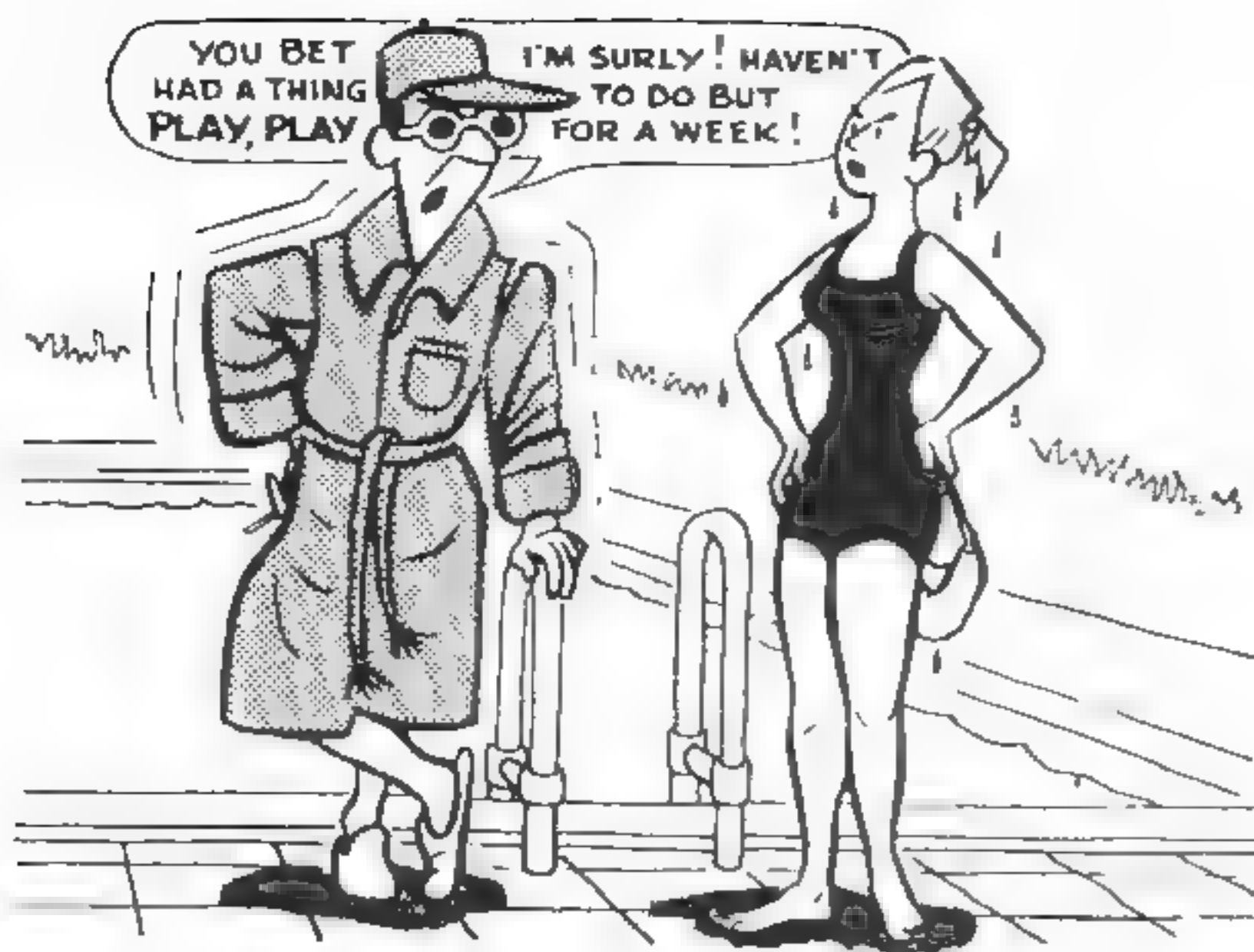
This is their building. Without them it couldn't have been built.

It takes diverse talents and skills to carry through any project. Who can say that any one person is more important than another? Without the architect the building couldn't have been started. Without the draftsmen, the carpenters, the masons, the countless people who did the necessary paper work . . . but why go on?

People working together can accomplish almost anything. But every job must be done well if the pattern is to be complete.

*Plain Talks*





## All Play and No Work . . .

This unhappy man illustrates what many surveys bring out: the desire for money alone is not why successful businessmen keep on working.

Study this scene. His wife finally persuaded him to quit work and enjoy his money. Reluctantly he agreed to try it.

Looks like the life of Riley, doesn't it? But think a minute. This man was a business success because he felt a glow of accomplishment as he went along. It pervaded his whole being. He was creating much more than financial security. His work can add substance to his life.

Now he wishes he was back on the job. His life is aimless. He doesn't know what to do with himself. He feels listless and restless. This captain of industry was not cut out to be a private among the ranks of loafers.

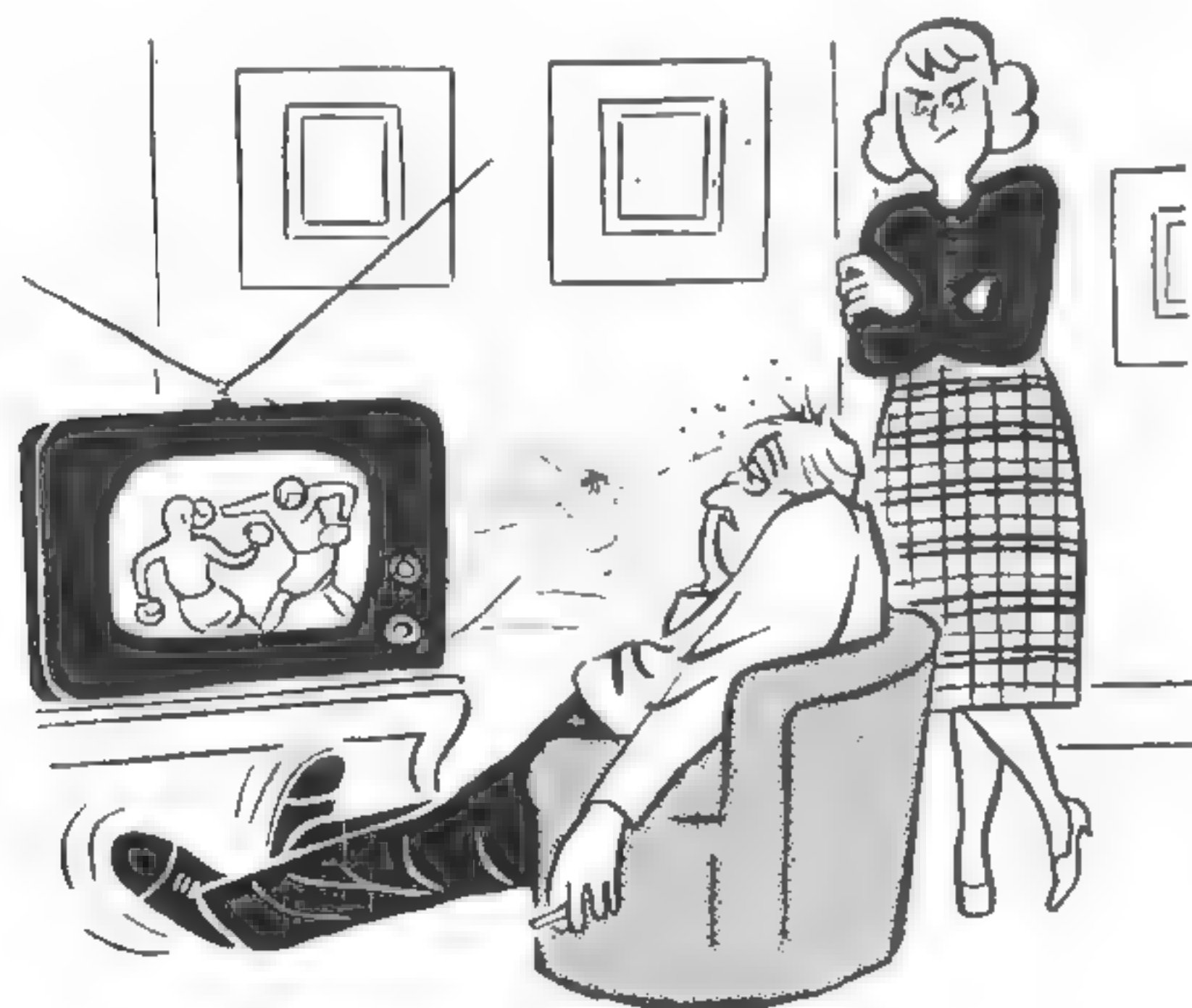
## Happy Day!

Several months ago, Bill was advised by his doctor to take a long rest. The news was quite a shock. But Bill had health insurance. And he knew his company would treat him well. So, once the first shock wore off, Bill began to look forward with a certain amount of pleasure to his enforced idleness.

He thought about the mornings he would lie in bed, about long, lazy days fishing with a couple of buddies. And he thought about the fun it would be just to loaf around.

The novelty of lying late in bed soon wore off. The fish didn't seem to bite any more. Bill began to envy his friends in the plant, missing the feeling that he was part of something vital.

Eventually Bill was given a complete okay by his doctor. Of course he told his friends that it was "back to the salt mine for me." But the truth came out when he got home.



## No Excitement In Life

Ever since Joe won \$100,000 on the Grand National Steeplechase he has wasted his days this way. You might not think so to see him now, but Joe used to be a star salesman.

Then he bought the winning ticket. He thought he was in clover. He quit his job and settled into a life of ease. After the novelty wore off he became irritable and restless. Though he couldn't admit it to himself, he missed the excitement of selling, the thrill all good salesmen get when a customer signs on the dotted line.

Joe's wife wishes he would stop hanging around the house, eternally slouched in front of the TV set. Soon Joe will realize that he had the real winning ticket when he was top man on the company sales force.

There are people who think that the idea of getting personal satisfaction from work is a queer, old-fashioned notion. They have never discovered the sheer joy of doing. But wise men throughout the ages have known the true, lasting happiness created by working hard at their tasks.

As Thomas Carlyle wrote: "Even in

the meanest sort of labor, the whole soul of man is composed into a kind of real harmony the instant he sets himself to work."

The person who is in harmony with his surroundings enjoys mental health. It is written on his face. Contrast his attitude with that of the man who resents his job, scowls at his boss, does as little work as possible and bitterly

complains that he never gets any breaks. This man gets no satisfaction from his work because he puts so little of himself into it.

To do whatever you have to do as well as you can creates a sense of personal fulfillment that protects you from many of life's minor disappointments.





Mr. Shaw

## Virgil Shaw, Port Arthur, Named Commerical Sales Supervisor

**V**IRGIL M. SHAW, Engineering, Port Arthur, was promoted to supervisor of industrial and commercial sales, effective November 1, it was announced by L. M. Welch, vice president and manager of system operations.

A native of Mexia, Texas, Mr. Shaw is a graduate of Texas A&M College with a degree in mechanical engineering.

He was employed by our Company in January, 1949, as an engineering assistant in Beaumont. In May of that

year, he was promoted to industrial engineer, and in 1950 was transferred to Navasota. In 1955, he was transferred to Port Arthur as an industrial engineer, the position he held at the time of his promotion.

## Q. R. Hollis Promoted Auditor

**Q**UINCY R. HOLLIS, Jr., Accounting, Beaumont, has been promoted to internal auditor, effective November 1, it was announced by G. E. Richard, treasurer.



Mr. Hollis

Mr. Hollis was born at Helmie, Texas, and educated in Houston. He was employed by our Company as

a customer contact representative in Conroe in November, 1948. December of the same year he was transferred to Beaumont and promoted to accounting clerk. He was promoted to clerk, stores accounting, in November 1949, and became senior clerk in stores accounting in August, 1951.

In November, 1957, Mr. Hollis was promoted to senior clerk, general accounting, the position he held at the time of his promotion.

## Two Engineers Transferred

**E**FFECTIVE November 1, Gilbert W. Hiter, industrial engineer, Navasota, was transferred to Port Arthur and W. E. Barksdale, engineer, Port Arthur T&D, was transferred to the Baton Rouge project engineering group of the system engineering department in Beaumont.



Mr. Hiter

Mr. Hiter was reared in El Dorado, Arkansas and received his B.S. in electrical engineering from the University of Southwestern Louisiana. He

was employed in October, 1959, as an engineer in Beaumont and was assigned to Navasota T&D as an engineer in February, 1960.

Mr. Barksdale was born in Rankin County, Mississippi, and received his B.S. in electrical engineering from Mississippi State. He was employed in June, 1957, as an engineer in Beaumont and was assigned to Port Arthur T&D in November, 1957, the position he held at the time of his transfer.



Mr. Barksdale



Mr. McMorris

## W. B. McMorris, Baton Rouge, Promoted to Local Superintendent

**W.** B. McMORRIS, Baton Rouge, has been named local superintendent of Baton Rouge Division's Northern District, comprising the towns of Clinton, St. Francisville, Jackson, Slaughter, Baker, Zachary, Norwood and Wilson.

Mr. McMorris has been a district serviceman in the St. Francisville-Jackson area for 11 years, from 1948 to 1959. He was named a utility line foreman and transferred to Baton Rouge in June, 1959. While living in Jackson, he

served on the town council.

A veteran of nearly 16 years with our Company, Mr. McMorris came to work in 1946 after more than three years in the Air Corps during World War II.

He is a past president of the Jackson Lions Club and volunteer fire department, a member of the Masonic Lodge, Baptist Church and scoutmaster of Boy Scout Troop 71.



# SERVICE AWARDS

## FORTY YEARS



Tennie S. DeVore  
Treasury  
Liberty

## TEN YEARS



H. M. Becker  
Distribution  
Port Arthur



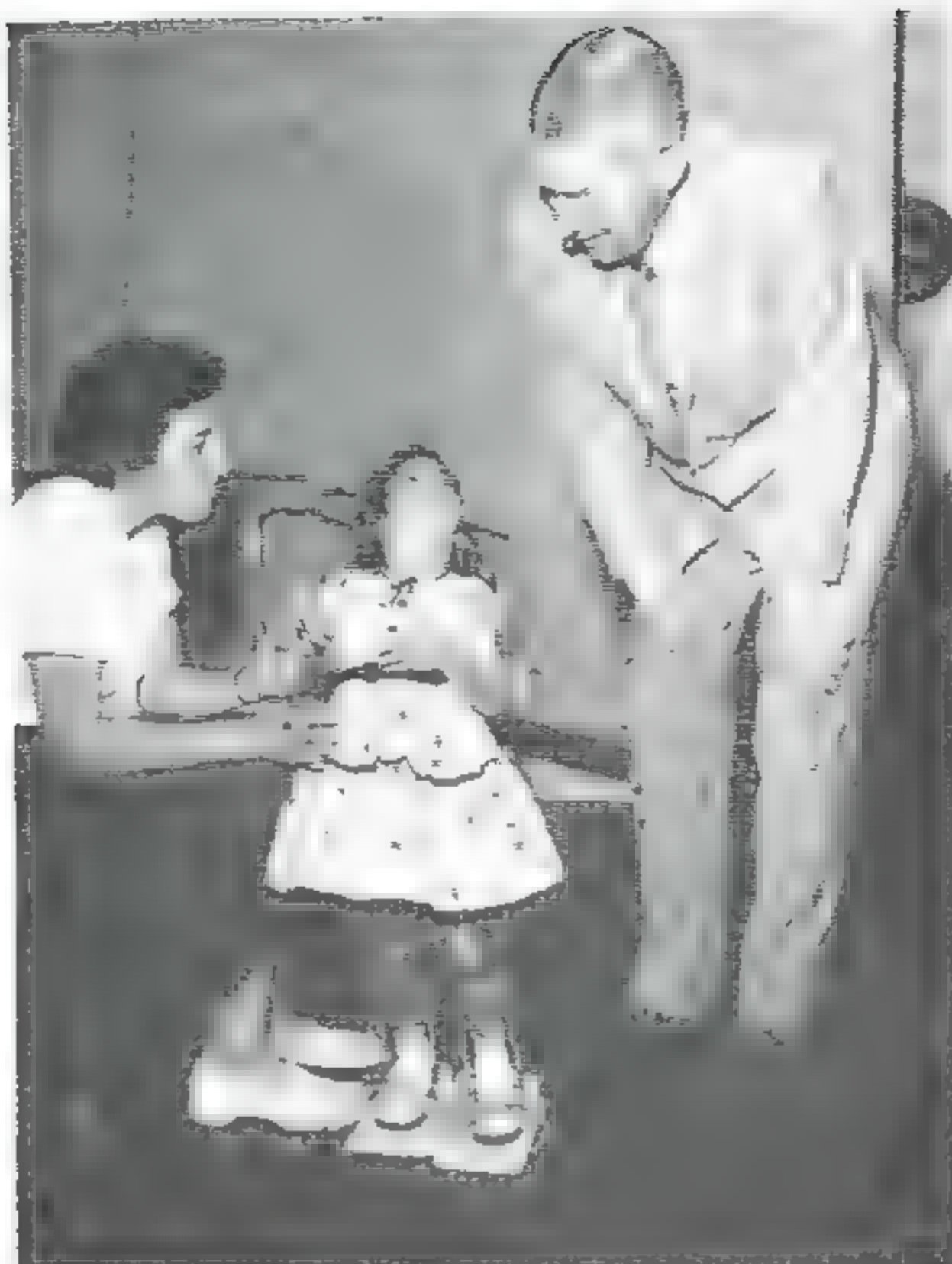
W. R. Harris  
Engineering  
Beaumont



M. J. Pellerin  
Distribution  
Port Arthur



E. M. Wheeler  
Distribution  
Port Arthur



NAMED CP PRESIDENT. R. O. Wheeler, Batou Rouge division manager, was named president of the board of the United Cerebral Palsy Association of Greater Batou Rouge in September. He is shown during a recent visit to the Cerebral Palsy Center with Miss Paula Egel, director, and Charlene Parfait, daughter of Mr. and Mrs. Joseph Parfait of Batou Rouge.

*"Capital punishment is when the government taxes you to get capital in order to go into business in competition with you and then taxes the profits of your business in order to pay its losses." —Anonymous.*



## THRIFT PLAN INVESTMENTS

DURING October, the Trustee purchased 1,509 shares of common stock at a total cost of \$67,702.51 or an average cost of \$44.865812 per share. He also purchased 214 shares of \$4.40 preferred stock at a cost of \$19,844.78, an average cost of \$92.732617 per share. These purchases were made from employee deductions and Company contributions through September.

The Trustee also deposited \$27,927.20 with the Savings Department of The First Security National Bank.



## Reddy's Kollege of Kilowatt Knowledge

1. Back in 1929, our customers could buy a name-brand, 10 cubic foot electric refrigerator for \$487. How much does the same make 10 cubic foot refrigerator cost today?  
a. \$469.98; b. \$545.50; c. \$380; d. \$199.95.
2. How much will our Company probably invest in new high-voltage transmission facilities by 1970?  
a. \$11,000,000; b. \$7,300,000,000; c. \$45,500,000; d. \$110,000,000.
3. Our Company's shareholders live in all 50 states. Which state ranks first in number of Gulf States owners?  
a. Louisiana; b. Texas; c. Massachusetts; d. New York.
4. Approximately how much in local, state and federal taxes will investor-owned electric companies pay this year?  
a. \$2¼ billion; b. \$178½ million; c. \$1¾ billion; d. \$983 million.
5. How many Gulf Staters helped repair damage to power facilities in Houston caused by hurricane Carla?  
a. 6; b. 101; c. 41; d. 24.

(Answers on Page 23)

## Uncle Calls

The following notice was posted on the bulletin board in the Batou Rouge Line Department last month, when Ray Jackson received notice that he was being recalled to active duty with Batou Rouge's Army Reserve Unit.

HAVE HOOKS — WILL SELL!!!! (UNCLE CALLING) One complete set of climbing tools, adjustable hooks (offset)—full floating "D" ring belt. These tools used only four months. This sale includes everything wrenches, pliers, screwdriver, etc. \$60.00.





# Around The System In Pictures

**NEW OFFICE OPENS.** Kirby Jones, center, superintendent of sales, Port Arthur, welcomes two Mid-County residents to our Company's new office and service center in Port Neches while Mrs. Dorothy Rea, left, home service advisor, Port Arthur, demonstrates an electric built-in oven in the office's modern kitchen. Formal open house was held October 16 from 8 a.m. until 5 p.m. in this new office which serves all Mid-County residents.



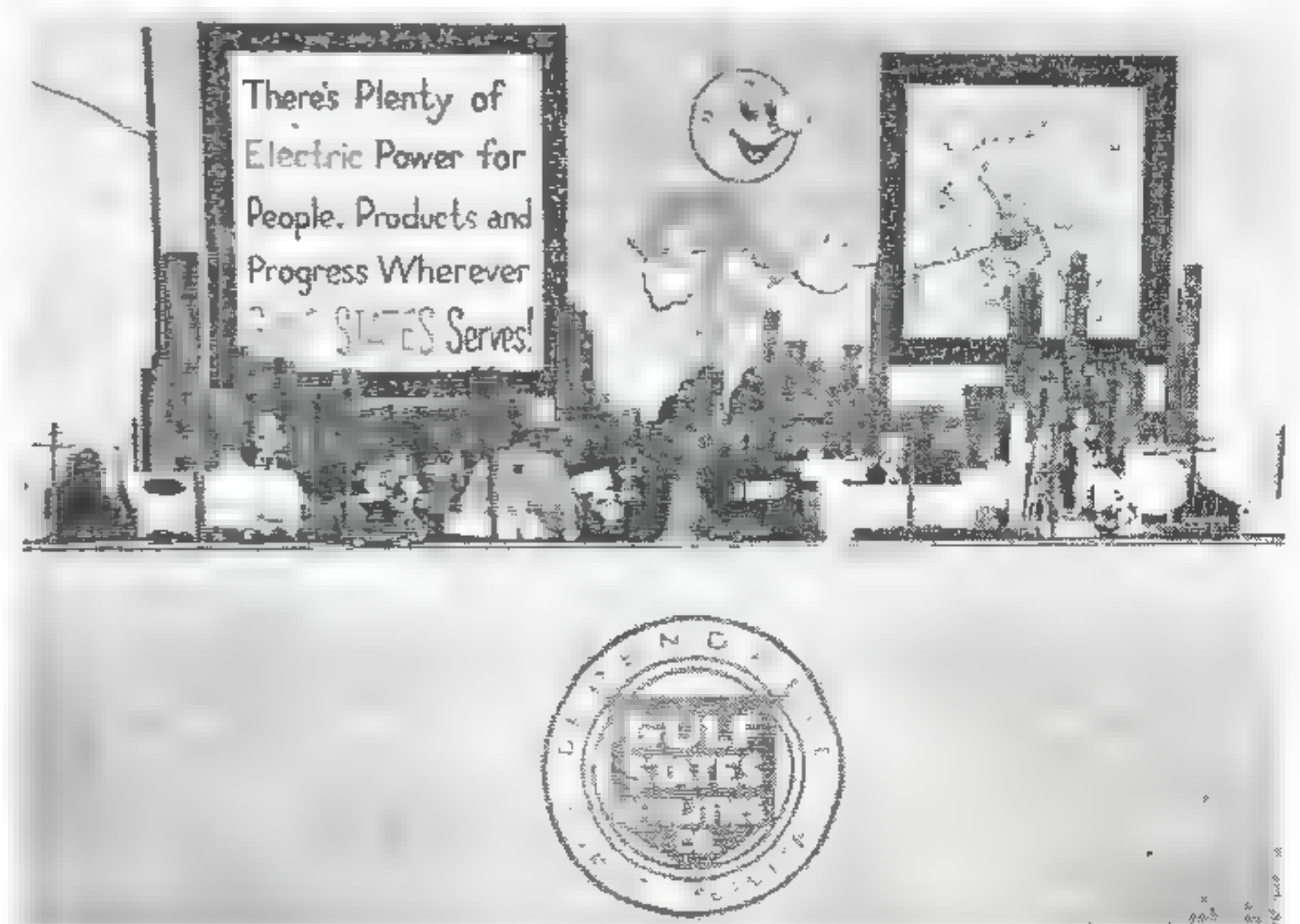
**FLYING FILERS.** These two young ladies, Virginia Oxford and Linda Frank, Beaumont Records, have been flying to Baton Rouge to help set up new file systems in the T&D Department at the Government Street Service Center. They have about finished setting up the new files in Baton Rouge. Similar systems are being set up in our Lake Charles facilities and will also be set up in the Navasota Division.



**THE HISTORY OF THE COOK STOVE.** The story of the modern cooking range, from wood to coal-oil to gas to the ancestor of today's electric marvel, is shown in this group of vintage stoves traded in recently for new electric ranges in the Calvert-Bremond District. The sales of the new ranges stemmed from the efforts of Goree Matthews, left, local superintendent, Calvert, and Bill Burke, right, sales representative, Calvert.

**PRIZE WINNING EXHIBIT.** A plaque for the outstanding commercial exhibit of the South Texas State Fair in Beaumont was awarded the booth exhibited by our Company. The booth was designed by Mrs. Thelma Carson, kitchen planning consultant, Beaumont. At right is

the area development display also exhibited with the award winning residential booth. This is a portable display and has been displayed at fairs this fall at Plaquemine, St. Francisville, and Denham Springs, Louisiana, and Liberty, Texas, as well as Beaumont.







**LINE DEPARTMENT LINEUP.** Recently the entire Orange Line Department were caught parked in front of the Orange Office following their United Appeals kickoff program. Left to right they are: E. R. Harrison, line foreman, W. L. "Army" Armstrong, Fred King, Bernard Stott, and

Clyde Nugent; Charles Saunders and Howard Trammell, Meter; C. P. Jordan, line foreman, O. F. Peveto, Jimmy Spurlock, Van Kitchens, Louis Roberts, Hershel Stagner, Fred Shute, Glen McGuire, and R. H. Steele.

**SAFETY AWARDS.** The Gas Department, Baton Rouge, was recognized jointly by the American Gas Association and the Southern Gas Association on two occasions—for 25 per cent or more reduction in Motor Vehicle and Personal Injury Accidents during the calendar year 1960. The Gas Department employees, operating 45 vehicles over some 422,728 miles, reduced their total number chargeable accidents from nine in 1959 to four during 1960. Also, the Gas Department was cited for an average of 152 employees working 289,050 man-hours without a disabling injury during 1960. Cooper Spengler, right, Gas superintendent, received the awards at the annual meeting of the SGA and AGA in Dallas. He displays them for R. O. Wheeler, Division Manager.



**FUTURE ENGINEERS.** A group of JETS (Junior Engineering Trainees) from Redemptorist High School in Baton Rouge toured Willow Glen Generating Station recently, to learn first hand the operations of an electric generating station. The personnel at Willow Glen who guided the tour were



**ON LOAN TO UNITED GIVERS.** Donald J. Bateman, engineer, Baton Rouge Gas, has been on a two-month loan to the Baton Rouge United Givers during its pilot campaign, a test run in advance of the general campaign on selected firms to test campaign climate, techniques and solicitation procedures.

impressed with the knowledge and interest the group show about electricity.

(Continued on next page)



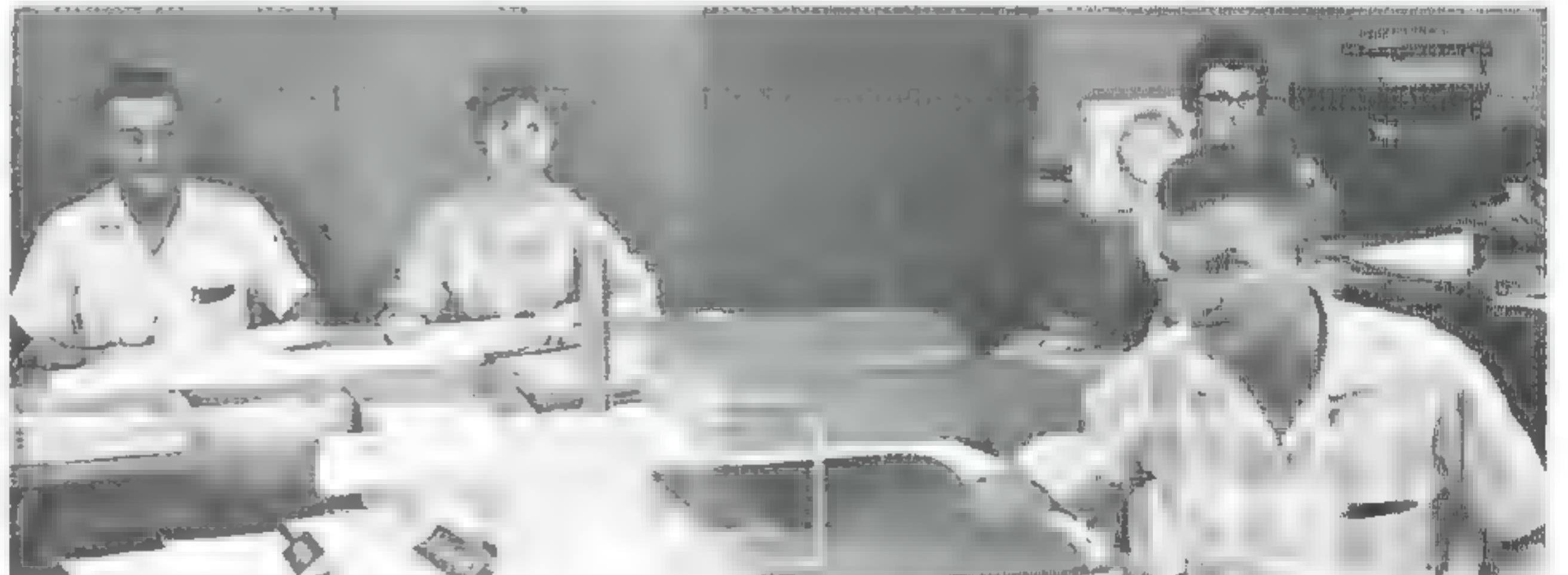


**VISIT BATON ROUGE OFFICE.** B. R. Garrison, chief clerk in Baton Rouge Division, is shown with Miss Betty Smith and Mrs. Marguerite Odom and the Primary Department of the First Methodist Church's Vacation Bible School. Mr. Garrison escorted the group on a tour of the Company's business offices.



**CHECKING JOB ORDERS.** Jane Landry, left, and Gladys Smith, check on the jobs being done by Baton Rouge Substation. Both Jane and Gladys are clerks in Baton Rouge Substation.

**FILE FIXERS.** Becky Baker, left, and D. Ann James, Beaumont Records, receive help from E. E. Julian, assistant general substation foreman, and F. E. Doughty, utility foreman, both of Baton Rouge, in setting up a new filing system in the Baton Rouge Substation Department.



**WELCOME TO BATON ROUGE.** Two new employees in the Baton Rouge T&D Engineering are Mrs. Patricia B. White, left, and Miss Joan Martin, right, Mrs. White is a former employee in Baton Rouge.

**PENNANT WINNERS.** The Lafayette employees' baseball team won the trophy and pennant in this year's Lafayette Employees Pastime League. The team is sponsored by the local I.E.W. The champions are: standing left, Coach Henry "Mantle" Legnon, Joseph Gallet, outfield; Sidney Ayo, outfield, Horace Trahan, second base; T. J. Thayer, outfield; Joe Duhon, outfield; John Landry, catcher, Wilson Meaux, assistant coach. Seated, left, are Paul Broussard, infielder; J. Deroven, pitcher; Edwin Judice, first base; Farley Sarver, third base; Hubert Faulk, outfield. The batboys and boosters are: left, Mr. Callet's son, Gerald; Mr. Landry's son, Ronnie; Mr. Legnon's nephew, Wayland Guidry; and Mr. Thayer's son, Keith. These Gulf Staters have been Pastime League Champions three times within four years.





## Answers To Kilowatt Kollege

Questions on Page 19

1. d. \$199.95—The 1929 refrigerator cost more than twice what one with the same capacity costs today, yet the 1961 model has a frozen food compartment, is equipped with more convenient shelves and takes up only about one-half the floor space as the 1929 model.
2. d. \$110,000,000 — Gulf States will build whatever high-voltage facilities are required to provide quality service to meet the area's future power needs, and our current forecast would be altered if future developments make that necessary. Our new transmission lines will be part of the \$7,300,000,000 worth of new transmission facilities the nation's investor-owned electric companies plan to build between 1960 and 1970.
3. b. Texas — We have 3,482 shareholders living in Texas and 1,067 in Louisiana. Alaska ranks last with 2 Gulf States owners.
4. a. \$2¼ billion — This will be the largest amount of taxes paid by any one American industry.
5. c. 41 — Thirteen Gulf States line crews from all five divisions helped Houston Lighting and Power Company, which helped us after Audrey hit our area in 1957, repair Carla damage.  
(Sources for these answers will be furnished upon request.)

## How Far Can A Sneeze Fly?

Colonel Jim Duffy, a poet to his fingertips, writes:

I shot a sneeze into the air  
It fell to earth I know not where.  
But later on, so I am told,  
A dozen others had my cold.

—From *Try and Stop Me*  
By Bennett Cerf

## Let's Read Our Mail



Dear Mr. LeVois:

I would like to take this opportunity to personally thank you and the entire Navasota Division of Gulf States Utilities Company for the excellent assistance given KWBC and the Navasota Examiner during Hurricane Carla.

We have received numerous letters commending the radio station for coverage of the storm. This would not have been possible without your help. We lost all communication lines out of Navasota at 3:30 p.m. Monday, including our teletype. With complete weather reports and power conditions from Gulf States, we were able to stay on top of the local situations.

I might add that we received every report from Gulf States that we asked for, quickly and in spite of the fact that your men already had their hands full.

Yours truly,  
Pat Craddock  
News Director, KWBC

### Letters to the Editor

*Beaumont Enterprise*  
September 28, 1961

#### Gulf States Utilities Praised

Editor Enterprise:

Much has been said through Beaumont papers, radio and TV in appreciation of the wonderful service given us by individuals and various groups during the Carla storm. Since we are all just human beings, I do not believe that which has been said or may be said in the future will begin to touch on that which is so justly due them. Many groups and individuals have been overlooked.

I have one vividly in mind Gulf States Utilities—for their untiring efforts to so graciously serve us in our hour of trouble. Can you imagine the fear that would have come upon

us women, children and the ill especially—had we been left in darkness during the crisis of the storm?

Do you know it takes "guts" and loyalty to duty to hang on the side of a power pole between high voltage lines in rain and storm, so that you and I may enjoy continued service in Beaumont and other towns? These day and night repairs were done while many of us stood by with cars full of gasoline, pajamas and tooth brush in hand waiting for word to evacuate.

I have never worked a day for Gulf States Utilities. I have no relatives working for them. We have no stock. I am grateful to all who expressed appreciation to so many for a job well done. I join you in every thought of appreciation.

While you meditate, please let me drag my old hat off to GSU employees from the top of the ladder to the bottom rung. Greetings and thanks for your loyal service, for it is that kind of service and devotion to others that has made our America great and will continue to do so in the years ahead.

H. C. EDGE,  
3046 Corley,  
Beaumont.

Frank Jones  
System Safety

Dear Mr. Jones:

Thank you very much for the use of your film. The doctors thought it was an excellent one on a topic of much interest. They plan to offer programs and some instruction to qualified personnel in the area industrial plants along this line.

Our meeting last night was made up of physicians—four full-time industrial doctors and five doctors in private practice. If we can be of any assistance to you in your own company, in arranging for a doctor to be present to discuss the subject with any of your groups, please feel free to call on us. Thank you very much.

Your sincerely,  
Mrs. Jerry Stedman  
Sabine District Heart Assn.

*Pedestrians crossing the street didn't make it on more than 170,000 occasions during 1960. Dead after being struck down by a car were more than 5,000 persons while more than 165,000 were injured.*

*The record of drivers between the ages of 18-25 improved during 1960 but they still were involved in nearly 28 per cent of all fatal accidents—twice what their numbers would warrant.*





**ON-THE-JOB SAFETY AWARD.** An on-the-job safety award for the most outstanding safety record in the Service Division was presented by the Greater Baton Rouge Safety Council recently to the Baton Rouge Division. The award was given in recognition of the division's 838 employees working a period of 820,050 man-hours without a disabling injury. The records covers all departments and is for the period July 1, 1960, to June 30, 1961. R. O. Wheeler, division manager, receives the award from Forest Gains, executive director of Greater Baton Rouge Safety Council.

## CD Classes Are Conducted in BR

**"PERSONAL Preparedness for Survival,"** a 13 hour course for the preparation for disaster, either man-made or natural, was completed in October by some 100 Baton Rouge Gulf Staters and adult members of their families.

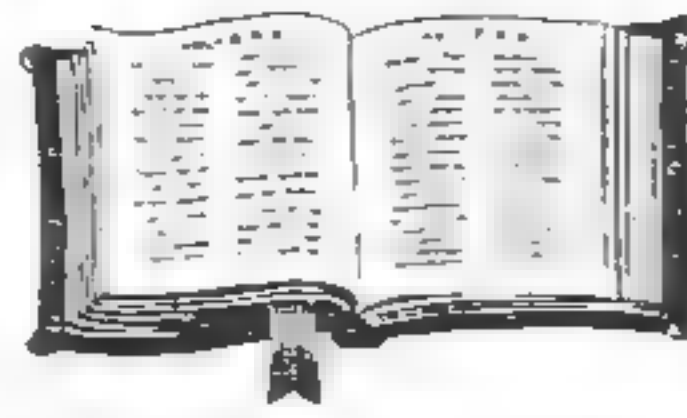
The course was sponsored by the U. S. Office of Education, in cooperation with the National Office of Civil and Defense Mobilization.

Four classes were held, two each Tuesday and Thursday, for four weeks and were taught by local teachers specially trained in Adult Education Civil Defense.

Subjects covered during the 13 hours were: Communism, atomic bombs and their effects, fallout, civil defense and first aid. The program is designed to help plan for individual, family and community protection and survival. Participants were given the materials used in the course and were awarded a certificate from the Office of Civil Defense.

## BIBLE - BREAK

a monthly column



By Ruby Lee Adams

**T**HE Twelve by Twos. Christ's disciples were a fascinating body of men. Each was a willing disciple, not a conscript. Each is interesting for himself and for what he must have contributed to the apostolic company. Under the alchemy of Jesus' love even their weakness became their strength.

Thomas and Matthew, or doubt and conviction, form the fourth group of the apostles. Thomas was the incarnation of doubt, Matthew of conviction. Christ laid the doubts of one and the convictions of the other on the anvil of grace, and from their joint apostleship, forged a faith that had the liberty of doubt without its license, and the strength of conviction without its bigotry.

The name of Thomas has come to stand as a synonym for doubt. Even to this day when a person is prone to look on the dark side of things, or is fearful, distrustful, skeptical, we call him 'a doubting Thomas.'

Such was Thomas, the apostle of doubt. But Christ received him into the church, actually made the great doubter an apostle, and that, too, with the full knowledge of his weakness.

It is a strange thing how people forget the good things in a man's life and remember him by one glaring mistake. This is what happened to Thomas. He is remembered mostly as the original 'doubting Thomas,' because he insisted on evidence, not hearsay. He was saved from doubt and deep down beneath all his skepticism, the heart of the disciple beat true to Christ. He anchored his soul to Jesus with a mighty and abiding love. This was his salvation, the cable that held secure through all the storm of doubt.

Thomas is called Didymus or

twin, so that he had twin brother or sister. He was a carpenter and builder like Jesus. We know nothing of this man previous to his discipleship; and the record is very brief of him during the three years preceding the crucifixion. He was martyred at Coromandel, in the East Indies.

Jesus chose Matthew as one of His disciples, not for what he was but for what he could become; not for his past, but for his future. Jesus was willing to trust Matthew and His confidence was justified. Matthew was a publican, a tax collector for the Roman government and grew rich through shameless extortions. Having sold out his patriotism for a price, he belonged to a class that was under the ban of social and civil ostracism.

Matthew marveled at being called to follow Jesus. Think of all that obedience involved. He had more to leave than some of the other disciples. But at once 'he arose and followed him.' Surely it was conviction of no ordinary strength that measured up to the heroic demands of such instant surrender and utter sacrifice. It required courage, determination and consecration, and Matthew carried his accuracy as an accountant into his chronicling of the words and deeds of Christ. As some one has said, 'He left everything but his pen and ink,' and of these he made most excellent use. He becomes Christ's historian, and gives us the first book in the canon of New Testament scripture.

The strength of Matthew's convictions appear again in the feast which he gave to Jesus and His disciples and invited a great number of 'publicans and sinners'—the boon companions of his former iniquitous career. Few things call for higher moral courage than to avow, among the companions of old and dissolute days, one's faith and allegiance. It meant simply this, that Matthew believed in Christ with such depth and intensity of conviction that he would burn all bridges behind him, and announce to all his little world, in no unmistakable way, the irrevocable purpose of his life to follow the Master. Matthew was slain by the sword in Ethiopia.



# gulf staters in the news

Walter House, sales supervisor, Orange, was recently elected vice president of the Orange Rotary Club.

Kenneth E. Sutton, director of advertising, and Herschel Mathews, supervisor of advertising production, both of Beaumont, attended the annual meeting of PIP-ECAP in Denver, Colorado, last month.

Jim Turner, supervisor of advertising and publicity, Beaumont, was recently installed as president of the Advertising Club of Beaumont.

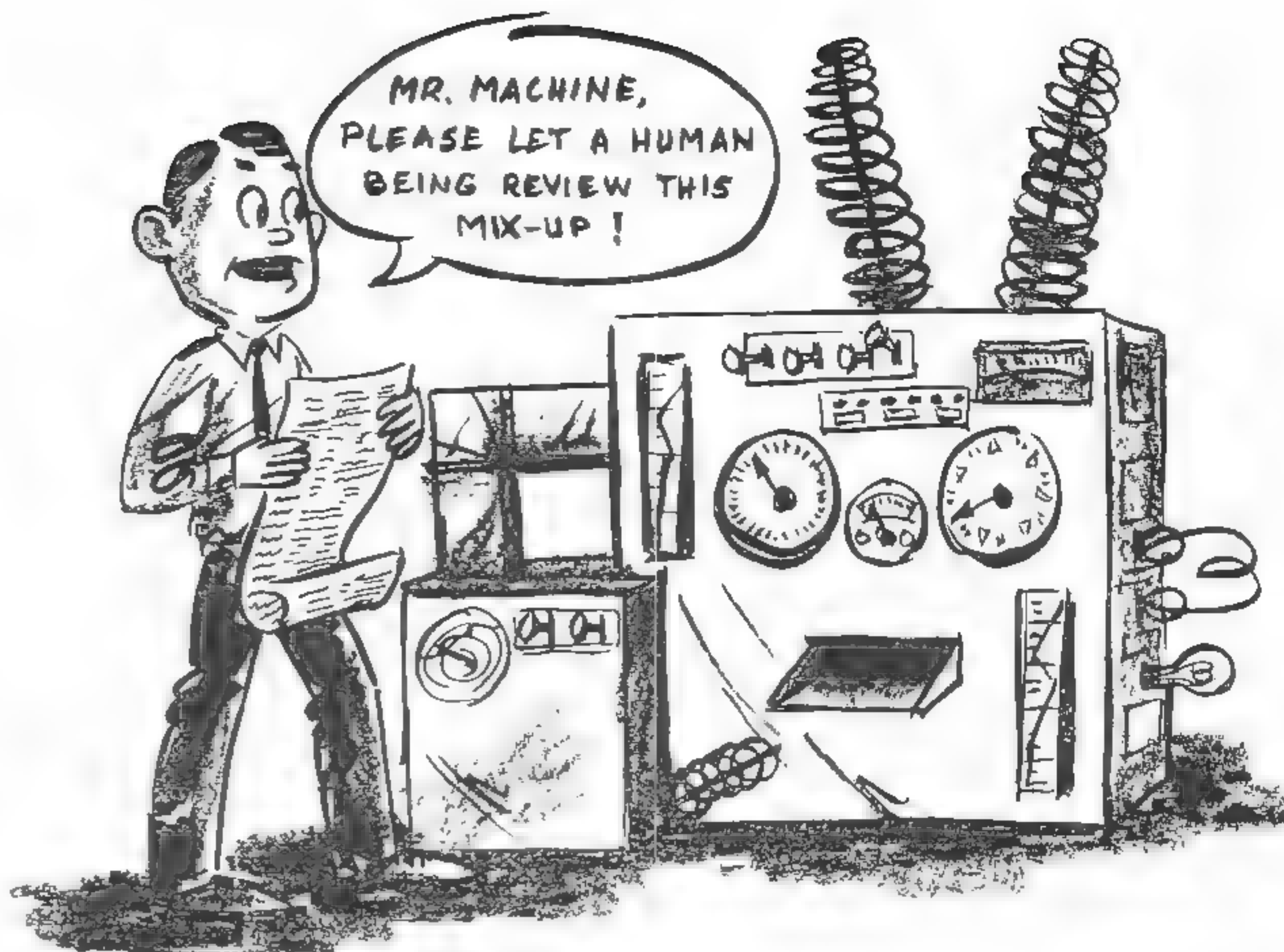
C. P. "Jack" Shirey, training and safety manager, Beaumont, spoke last month before the Beaumont Chapter, National Office Management Association, on "Employees Development."

Highway accidents killed 38,000 persons and injured 3,078,000 on U. S. Highways during 1960.

\*The ideas for this cartoon came from Vic Faver, Customers Accounts and Collections, Beaumont. Mr. Faver received a note containing this request from a customer, George Forristall, regarding his account. Moral—machines are good, but people are necessary.

Studies show that the safety record of commercial vehicles is far better than the private passenger car.

Speed is still the number one killer on our highways. During 1960, 10,970 persons lost their lives in accidents blamed on speed. More than 1,000,000 were injured.



## What Others Are Saying

### The News Letter Box

THE PORT ARTHUR NEWS

SUNDAY, SEPTEMBER 17, 1961.

#### Private Utility's Dependability Praised

To The News:

My being in Port Arthur, my old home town, during the hurricane has proven to be an object lesson in public utilities.

Praise for the service of the Gulf States Utilities during the Carla period cannot be sung loudly enough, I feel! Going through the storm without a loss of power (except for one hour during the middle of the night) seems almost miraculous.

Different in Clinton

This remarkable record, in all probability, impressed me more than it did Port Arthruans because in my present home town of Clinton, Tennessee, there is nearly always a power failure

with the slightest wind or rain.

This town, which is within the shadow of Norris Dam, experiences a loss of TVA electricity, varying from a few minutes to a few hours, at least once or twice a month. This is true, in spite of the fact that the Clinton area is supposed to be the nation's showcase and yardstick for public utilities which boasts of superior service for nominal rates.

Cheaper, Yes, but—

Actually, residents of the TVA area receive fair service for nominal rates — at the expense of the remainder of the United States.

In other words, it is a case of "robbing Peter to pay Paul."

In my estimation, hurricane Carla cracked the showcase window and broke the yardstick — proving that private utility service can be far superior to public service.

Elizabeth Plummer Carter  
(Mrs. W. Lloyd Carter)  
Clinton, Tenn.

### JOE TOW

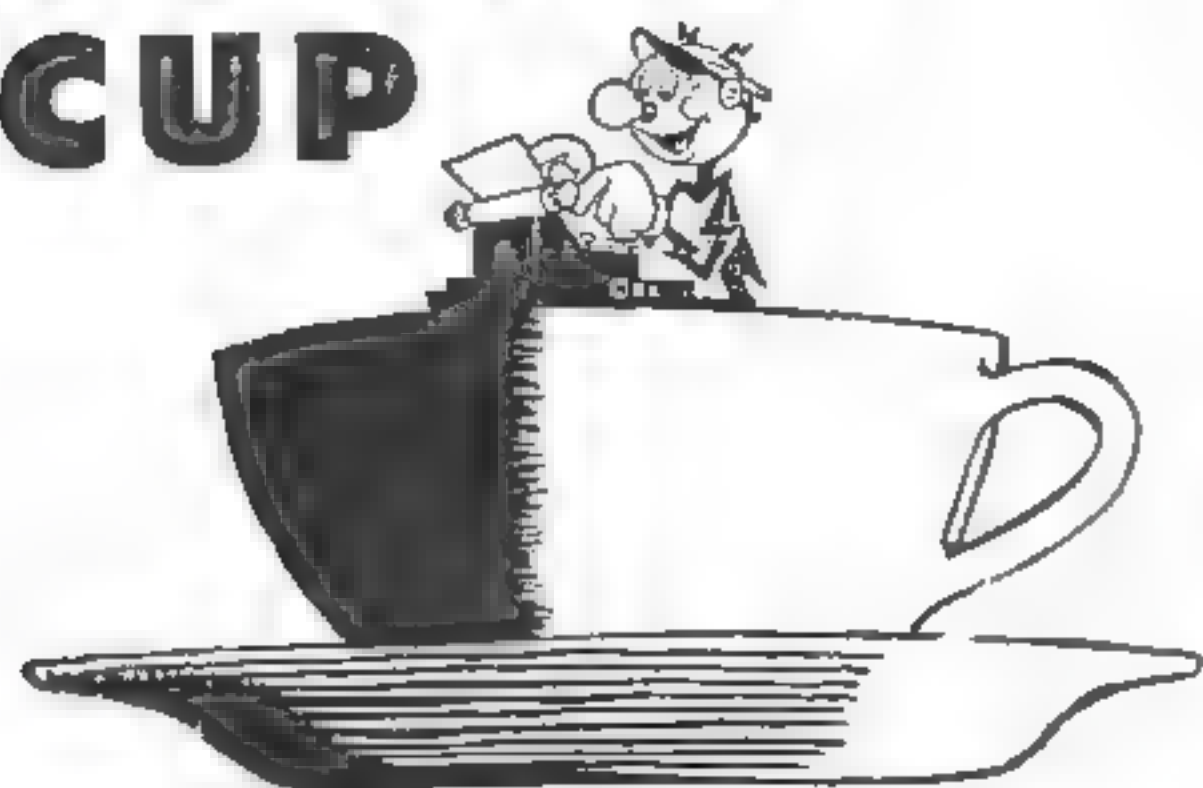
IT PAYS TO LISTEN TO  
ADVICE ABOUT YOUR DRIVING  
ESPECIALLY WHEN GIVEN  
BY A TRAFFIC OFFICER



© AMERICAN MUTUAL LIAB. INS. CO.



# over the COFFEE CUP



**ROBERT E. WHITE, JR.**, the son of Mr. and Mrs. R. Earl White, operating superintendent, Port Arthur, and a freshman student at the Saint Louis University School of Medicine, was recently elected secretary of the freshman class.



Robert received his bachelor of science degree in chemistry at Saint Louis University in 1961. He attended Bishop Byrne High School in Port Arthur where he was valedictorian.

## HUNTSVILLE

**EMPLOYEES** of the Huntsville office surprised **Leslie A. Kirby**, meter reader, with a farewell party on October 13. Mr. Kirby is a member of the 49th Armored Division of the Texas National Guard which was recently activated and assigned to Fort Polk, Louisiana.

**Dewey L. "Pete" Allbritton** has been employed to replace Leslie. Mr. Allbritton is married and has one, son, **Steven**, 6 years old.

**Mollie Boswell**, daughter of Mr. and Mrs. G. B. "Red" Boswell, recently became the bride of **Charles Campbell** in the First Christian Church in Huntsville. Mr. Campbell is a member of the 49th Armored Division and Mrs. Campbell teaches in the Physical Education Department at Sam Houston

State Teachers College. Mr. Boswell is line foreman in Huntsville.

—By Dorothy Stanford

## JENNINGS

**4-H OFFICER.** **Connie Hormell**, 12-year-old daughter of Mr. and Mrs. Louis P. Hormell, serviceman, Jennings, has been elected reporter of the 4-H Club and class secretary of her class. Connie is a seventh grade student at Southside Elementary School in Jennings.



## LAFAYETTE

**CYNTHIA NOLAN**, departmental Clerk, took a quick trip to Chicago to attend the wedding of a friend, and enjoyed sightseeing in the windy city.

**Roger and Cynthia Trahan** are pulling for LSU's Tigers in a big way, they have attended the L. S. U. - A&M game and the L.S.U. - Kentucky game. Cynthia is departmental clerk.

Other Gulf Staters from Lafayette attending the LSU-Kentucky game

were **Jim Richardson**, his wife, **Marie**, and son, **Jimmy**; **Denis Dugas**, and **Nat Broussard**.

**A. B. Mitchell** attended a stores and purchasing meeting in Beaumont recently.

**Mr. and Mrs. E. D. Desormeaux** recently moved into their new home on the Abbeville Highway. Dale is in Appliance Repair.

**E. R. "Bully" Rauschenberg**, general line foreman, flew to North Dakota for a pheasant hunt recently and reports having a fine time.

**Mr. and Mrs. L. J. Pitre** vacationed with their daughter and son-in-law in Huntsville, Alabama for a week. Mr. Pitre is a garage mechanic. Others vacationing in October were: **Russell Bonnet**, **A. B. Mitchell**, **H. T. Buckalew**, **J. C. Daigle**, **Edwin Judice**, **Rayford Bertrand**, and **M. M. Miller**.

—By Cynthia Trahan

## ORANGE

**SEVERAL** Gulf Staters in Orange have sons participating in Little League Football and can give first hand reports of these exciting games. **Denis McCune**, son of **J. O. McCune**, Sales; **Mike Saide**, son of **Bob Saide**, Engineering, and **Bill Snider**, son of



**THE BOAT "HAP" BUILT.** **A. D. "Hap" McMillian**, general line foreman, Port Arthur, puts the finishing touches on his new boat. It took "Hap" about two months work in his spare time to build this boat. It is 13½ feet long, 63 inches wide across the bottom and 73 inches wide across the top. The boat is powered by an Evinrude 35 horsepower motor and will carry three passengers. "How fast it will go nobody knows," said "Hap". "It just flies." "Hap" has been using the boat to catch up on his shrimp supply which he lost during hurricane Carla.





**RECENT BRIDE.** Miss Frances Ann Pecora, Baton Rouge PBX, daughter of Mr. and Mrs. Guy Pecora, became the bride of Robert Cangelosi, son of Mr. and Mrs. R. Frank Cangelosi of Baton Rouge, in a ceremony performed at St. Gerald Majella Catholic Church, September 9.

Joe Snider, Service, all play on teams from Bridge City. **Chuck Saunders**, son of **Charles Saunders**, Meter, is a member of the Salk School team, and **Joe Lee Armstrong**, son of **W. L. Armstrong**, Line, is a member of Jones School team. All of these teams belong to the Orange County Junior Football Association.

We are all happy to have **O. F. "Skeeter" Peveto** return after spending a week in the hospital.

**Patsy Evans**, a Gulf Stater for several years in Service, became Mrs. Donald Peters September 30 and has become a full time housewife. Best wishes, Pat!

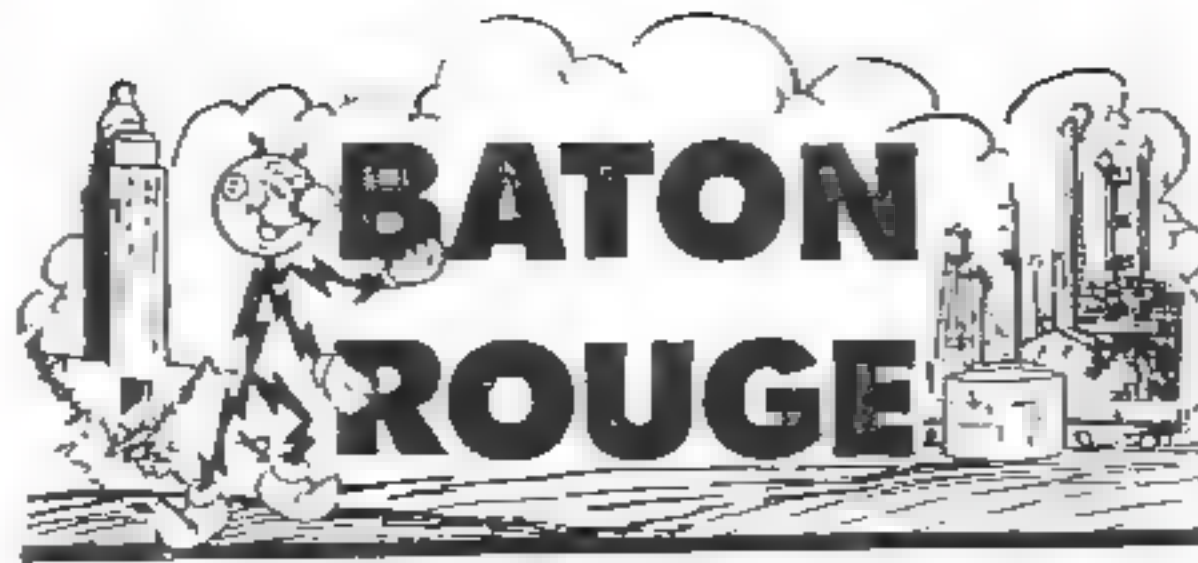
A hearty "welcome aboard" was recently extended three new employees. **Bobby Parish**, a new meter reader in Accounting, **Patricia Thibodeaux** replaced Pat Evans in the Service, and **James Huselton** joined the force at the Front Street Substation.

Recent vacationers were: **Dalton Woodard**, Repair Department; **Howard Trammell**, Meter; **Mollie Matthews** and **Alice Pell**, Accounting; **Joe Snider**, Service; **Ollie Schultz**, C. P. Jordan, and **E. R. Harrison**, Line.

**Harriet Babin**, home service advisor, enjoyed the festive atmosphere of homecoming at her alma mater as LSU emerged victorious over Kentucky.

**Patsy Winkey**, Engineering, and **Florence Finnell**, Accounting, spent a weekend in Houston recently sightseeing and observing the Rice-S.M.U. game.

—By *Davie Carpenter*



**LON SANDIFER** and **Al Glynn** spent their vacations at home watching the World Series on T.V. **George Bunch** enjoyed a week's vacation with his grandchild in Bossier City. The **J. D. Chandlers** spent a week in St. Louis. While there they saw a few baseball games and various points of interest.

Louisiana Station employees welcomed **John H. Linder** as a new employee. John is a helper in the Test Department. He is married and lives in Baton Rouge.

—By *Gayle Miller*

**HARRY FAULK** is home from Baton Rouge General Hospital recuperating from a recent illness. Our best wishes to him for a speedy recovery.

**Mr. & Mrs. F. J. Bello**, he's meter shop foreman, are enjoying their new home, completed September 28.

Gas Distribution supervisor, **Floyd Marston**, began a week of his vacation with good intentions, working around home. Unfortunately, he cut his thumb with his power saw. He blames it on his wife calling him to dinner at the wrong moment.

**Sandra McGehee**, Gas Service, reports a wonderful time while vacationing in Florida and on the Mississippi coast.

Gas Department employees extend best wishes to **Bobbie Vernon** who moved to Leesville, October 6, where her husband is stationed at Fort Polk.

—By *Billie Morrison*

**FLYING** by jet to the Bahama Islands in mid-September, **Nancy Olano**, Baton Rouge T&D, spent a week's vacation in Nassau. While on the Island Nancy visited relatives, Mr. and Mrs. Robert Skerrett, who are residents there.

Among the activities Nancy enjoyed during her stay in Nassau were swimming, skin diving and water skiing. She also went on a sight seeing tour and took a cruise around the Island with the Skerretts on their yacht.

Nancy says one of the things she will remember about her trip is that delicious Bahamian food.

On return flight there was a brief layover in Miami; Nancy took advantage of this time to tour Miami and Miami Beach.



**THE HOUSE THAT CAROL BUILT.** Carol Foreman, right, Lake Charles Appliance Repair, poses with his wife Irma, and daughter Emile, in front of the play house he built for Emile. The one room house is complete with siding, heavy insulation, proper ventilation, and lighting and was built in his spare time. Since its completion, Carol says it has been a popular spot with neighborhood children.

Back on the job now, Nancy is already making plans for next year's vacation.

—By *Margie Force*

## NAVASOTA

**MRS. M. D. SMITH**, worthy matron of the Navasota Eastern Star, attended the Eastern Star convention in Fort Worth the week of October 16. She is the wife of **M. D. "Dick" Smith**, Navasota substation operator.

—By *Jeanette Sangster*



**TERRY JOE SPENCER** is a new employee at Nelson Station in Operations. He and his wife, Sarah, and son Jeffery, will make their home in Westlake.

**Mr. and Mrs. George Brill** enjoyed a week's vacation through Arkansas and Texas, with a visit to the State Fair at Dallas as one of their trip's highlights.

**Mark W. Kingham**, equipment operator, Nelson Station, is recovering from a knee operation and is reported doing well.

—By *Dora Ann Aguillard*





**LEAVES FOR SCHOOL.** Joan Skillman, Beaumont Engineering, opens farewell gifts from the 15th Floor Engineering employees. Joan left the Company recently to enter college in California as a musical student.

**PHILLIP CASTETE**, truck driver, Line, fished and squirrel hunted during his two week vacation. He killed 35 squirrels near English Bayou and West Bay Reserve. He also managed to catch a couple of two pound bass while fishing near Ville Platte.

**Jack Killough** and his wife spent three weeks touring several southwestern states. They enjoyed New Mexico, California, Nevada, Utah, and Oklahoma. After sightseeing in Disneyland, the Killoughs were caught in a snow fall in Colorado, with the temperature dropping to 26 degrees.

**Dusty Spell**, garage foreman, and wife, **Eunice**, covered 3,110 miles on their vacation, visiting points of interest in Mississippi, Alabama, Tennessee, Virginia, and Washington, D.C. Their daughter, **Judy**, her husband **Steve**, and the grandchildren, toured Washington, D.C. with them after their visit in Alexandria, Va. Among points of interest visited were the U.S. Capitol, White House, Washington Monument, Jefferson Memorial, Andrew Jackson Memorial, the Internal Revenue Building, and Arlington National Cemetery where they witnessed the changing of the guard at the tomb of the Unknown Soldiers.

—By *Marjorie Thom*

**PHILLIP M. LATHAM**, survey crew member, and Miss **June Bevers** of Lake Charles were married the latter part of October.

**Lena Duhon**, Stores; **Charlene Savoy**, Service; **Wanda Bradford**, and **Zilda Sonnier**, Engineering, recently enjoyed sightseeing in Houston and attending a performance of the Prison Rodeo at Huntsville.

—By *Zilda Sonnier*

**CONGRATULATIONS** to **Llabetta Young** upon being selected to re-

present this area as Mrs. Home Safety. Llabetta is in Accounting.

Also to be congratulated is **A. J. Dubus**, district superintendent, who placed second in his flight in the golf tournament held in New Orleans in October.

**Mr. and Mrs. C. W. Dobbertine**, Accounting, spent an enjoyable two weeks fishing at Cameron.

—By *Bennie Cole*

**RIVERSIDE** employees recently welcomed **Jack S. Hemphill**, station engineer, back to work after recuperating from an operation.

**Garland Strong** flew to Milwaukee October 9 for conferences with Allis Chalmers representatives and returned home Friday, October 13.

**Mr. and Mrs. L. R. Eddins** enjoyed a wonderful weekend, recently at the Rose Festival in Tyler, Texas.

—By *Willie Cox*



**THE** Engineering Stenographic Pool on the 15th floor is happy to have **Nadine McAda**, who replaced **Anne Schulz** when she was transferred to



**IN NG CALL UP.** Leslie A. Kirby, meter reader, Huntsville, his wife, Charlotte, and ten-month-old daughter, Teresa, were surprised with a farewell party on October 13 as Leslie left with the 49th Armored Division of the Texas National Guard when it was activated.

another department. Also the File Room welcomed **Martha Hicks**, who took the place of **Joan Skillman** on the Ozalid Machine.

—By *Lily McCullor*



**TOMORROW'S HOMEMAKERS.** Dorothy Rea, standing at the table, home service advisor, Port Arthur, conducted a cooking school for this class of Camp Fire Girls recently. Mrs. Rea explained the features of the electric range and smaller electric appliances, as well as "whipping up" some mighty tasty treats. The youngsters learn early to "live better . . . electrically."



**O**FF to Kansas City, Missouri, were **Mary Dewey** and husband, **Fred**, during the first week of vacation. The second week the couple went to Dallas for the State Fair and sight-seeing in Austin and San Marcos. **Bernice Eaves** traveled the roads to New Orleans, Houston and Dallas. She said that a visit to "Six Flags Over Texas" is a "must" for everyone.

Also vacationing was **Carmella Clark**, who visited her parents in Burkville and **Jimmylyu Syme** and family, who vacationed with her parents in Belton.

**H. P. Robichau** and wife, **Lillian**, spent the month of September on a 6,100 mile vacation. The trip carried them through Colorado, Wyoming, Yellowstone Park, Idaho, Utah, Reno and Las Vegas, Nevada, San Francisco and Los Angeles, and to Hoover Dam and Grand Canyon, Arizona. Being caught in the eight inch snow in Colorado, seeing the Giants-Phillies and Dodgers-Cubs baseball game, and keeping up with "Carla" while in Yellowstone Park were the exciting parts of the trip.

**Beverly Simmons** was the honoree at shower given by her co-workers in the home of Jimmylyu Syme. Beverly received a robe and gown as gifts.

**Linda Pittman** was welcomed as a new employee by the Order Processing Section.

—By *Glenda Milner*

Visiting relatives in Roswell, New Mexico and Midland, Texas, while on vacation were **Mr. and Mrs. D. B. Linthicum**. While in Roswell, they took a week-end trip through the



**SWORN IN.** **N. P. Broussard**, left, substation operator, Lafayette, was recently sworn in as school board member for Lafayette Parish by **Oliver J. LeBlanc**, clerk of the parish court.



**FUTURE RANGE USERS.** **Becky Jones**, right, home service advisor, Port Arthur, presented a three-day cooking school for this group of Camp Fire Girls recently. These young "range users of tomorrow" were introduced to electric cooking and, from all indications, they loved it.

mountains visiting Lincoln—where the Billy the Kid Centennial was in progress—Ruidoso, Alamogordo, and Cloudcroft. Frances is in the Records Management Department.

"Lazy Days" at the beach were thoroughly enjoyed this summer by **Iris Land** of the Operations Department, **Jimmy Booker** of the Construction-Budget Section, and **Joe Robichau** of the Production Department. Their respective families spent a week or so of the ultimate in relaxation.

—By *Frances Linthicum*

**W. M. "Slim" Larkin** recently attended the Petroleum Electric Power Association Board of Directors meeting in Dallas.

**Mr. and Mrs. Bob Ratley**, she's I&CS steno, vacationed in Missouri and Dallas the last of September and first week of October. While in Dallas they visited the State Fair and attended the Texas—Oklahoma game.

**Dick Landry**, lighting sales promotion supervisor, vacationed at home the week of October 23.

**Charlene O'Hara** became the bride of **Bill Craigen** in Roberts Avenue Methodist Church October 14 and they are making their home at 1067 Corley Street.

**Lloyd N. Brannan**, area development supervisor, attended the 4-H Convention in Kansas City, October 10-12.

—By *Betty Ratley*

**ED BAILEY**, Accounting, has returned to work and expresses his thanks and appreciation to his many friends throughout the system who showed so much concern and thought-

fulness during his illness.

New homeowners in Accounting are **Bill Reynolds**, 5215 Moonmist Drive; **Ginger Bailey**, 1655 Rikisha Lane; and **Pat Baker**, 2020 Longfellow.

Those enjoying vacations recently were **Bill Buckley**, who visited New York, Boston, and Canada; and **Arlyn Swonger**, who visited in New York and New Hampshire.

We're glad to welcome back **Judy Tipton**, Classification, after an absence of three years.

**Ray Long**, classification department, was recently recalled to active duty and is stationed at Fort Polk, Louisiana with Texas' 49th Armored Division.

—By *Ginger Bailey*





THE Relaying and Communications section of the Engineering Department recently welcomed two new employees, **Bonnie Connor**, stenographer and **R. D. Evans, Jr.**, engineering helper.

—By Nadine Hester



**Clifford and Alma Chambers** on the birth of their son, **David Lewis**, born September 5, at Lake Charles Memorial Hospital.

**Mr. and Mrs. William H. Atwell** on the birth of their daughter, **Dana Marie**, October 19, 1961. Mr. Atwell is employed in Lake Charles substation.

**Mr. and Mrs. Milton Boenker** on the birth of their daughter, **Tracy**, October 8. Mr. Boenker is employed in the Navasota Division Engineering and Mrs. Boenker is a former local office clerk.



© AMERICAN MUTUAL LIAB. INS. CO.

**Mr. and Mrs. Tommy White** on the birth of their third child, a boy, **Frederick Wayne**, October 10. Mr. White is employed at Louisiana Station.

**Mr. and Mrs. E. D. Kelly** on the birth of their daughter, **Margaret Mary**, September 28. Mr. Kelly is employed at Louisiana Station.

**Mr. and Mrs. D. J. Telhiard** on the birth of their son, **Tray Monte**, September 9. Mr. Telhiard is employed at Louisiana Station.

**Mr. and Mrs. E. M. Wheeler** on the birth of their daughter, **Kimberly Ann**, October 23. Mr. Wheeler is employed in the Port Arthur T&D.

**Mr. and Mrs. A. C. Morgan** on the birth of their son, **Scuddy J.**, September 17. Mr. Morgan is employed in the Port Arthur T&D.

**Mr. and Mrs. J. M. LeJeune**, on the birth of their daughter, **Theresa Ann**, October 4. Mr. LeJeune is employed in the Port Arthur Line.

**Mr. and Mrs. Aubrey Lee** on the birth of their son, October 17. Mr. Lee is employed in the Gas Meter Shop.

**Mr. and Mrs. Charles Siebert** on the birth of their son, September 1. Mr. Siebert is in the Gas Service Department.

**Mr. and Mrs. H. W. Hock**, Port Arthur T&D, on the birth of their first son, **Kerry Wayne**, on September 24.

**Mr. and Mrs. Andrew "Pee Wee" Williams** on the birth of their son, **Jerry**, October 15. Mr. Williams is employed at Riverside Station.

**Mr. and Mrs. Jerry K. Hutson**, on the birth of a daughter, **Linda Marie**, born September 15. Jerry is employed at Riverside Station.

**Mr. and Mrs. Rayford Bertrand** upon the birth of their second child, **Connie Ray**, born October 4. Rayford is in Substation, Lafayette.

ADD GLIBS: A man's good judgment comes from experience, his experience comes from poor judgment . . . No one so thoroughly appreciates the value of constructive criticism as the one giving it . . . The only exercise some people get is jumping to conclusion, running down friends, sidestepping responsibilities, and pushing their luck . . . It's what we learn after we know it all that counts.

Fort Madison, Iowa, Evening Democrat

## GROWING with Gulf Staters



KENT GRANDCHILDREN. Mary Anne Parish holds Leslie Boyd Kent, III, four weeks old. Both are the grandchildren of Leslie Kent, Baton Rouge T&D and the great-grandchildren of D. T. Kent, retired GSUer.



LOUISIANA BEAUTIES. Jayne, left, four-months-old, and Gayla Sue, four years, are the daughters of W. A. Dotson, Lake Charles Engineering.





# WHAT CHANCE DOES THE WORLD HAVE?

The future of the world is in his hands. How well this youngster and his colleagues are educated may determine the course of history.

It is up to us to give the world the best possible chance by giving our future citizens the best possible college educations.

Even now some of our colleges are overcrowded. In less than ten years, the number of applicants will double.

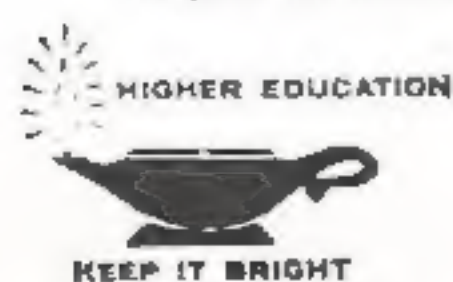
To maintain the quality of our higher education, we shall have to recruit and train thousands of professors. We will also need many more classrooms with the most advanced educational aids, more comprehensive college libraries, new laboratories with the latest

scientific equipment.

Some students are now excluded from college, or given inferior education, because we neglected to see the problem. We must act to provide our youngsters with more and better college facilities and the finest college training possible.

Help the college of your choice now. Help it to expand and improve its facilities and to pay its teachers the salaries their high calling deserves.

If you want to know more about what the college crisis means to you and what you can do to help, write for a free booklet to Higher Education, Box 36, Times Square Station, New York 36, N. Y.



*Sponsored in cooperation with The Advertising Council  
and the Council for Financial Aid to Education.*



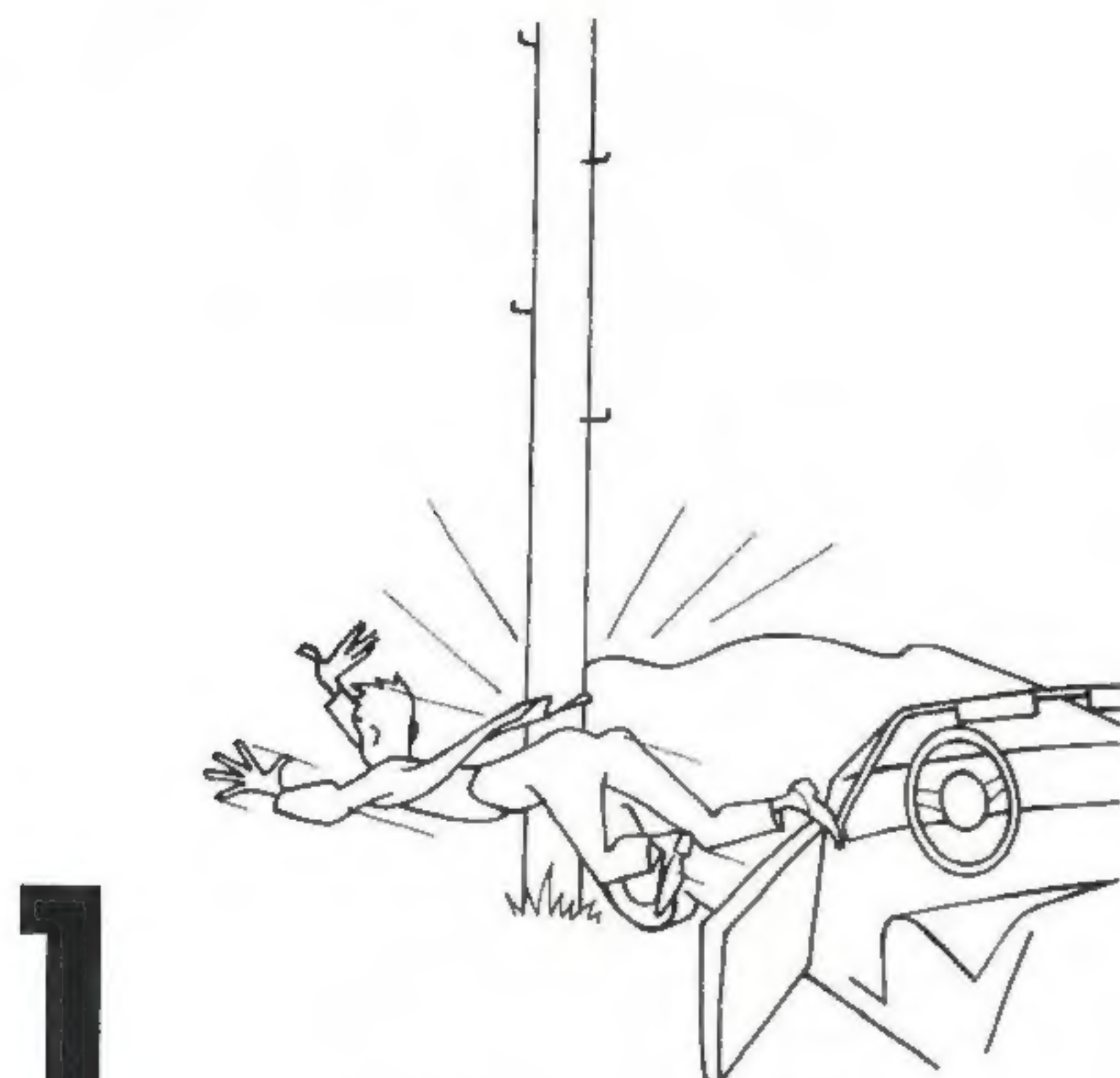


## SEAT BELTS SAVE LIVES!

As shown here, seat belts can help you prevent an accident, and if someone does collide with you—a belt can save your life!

# HOW?

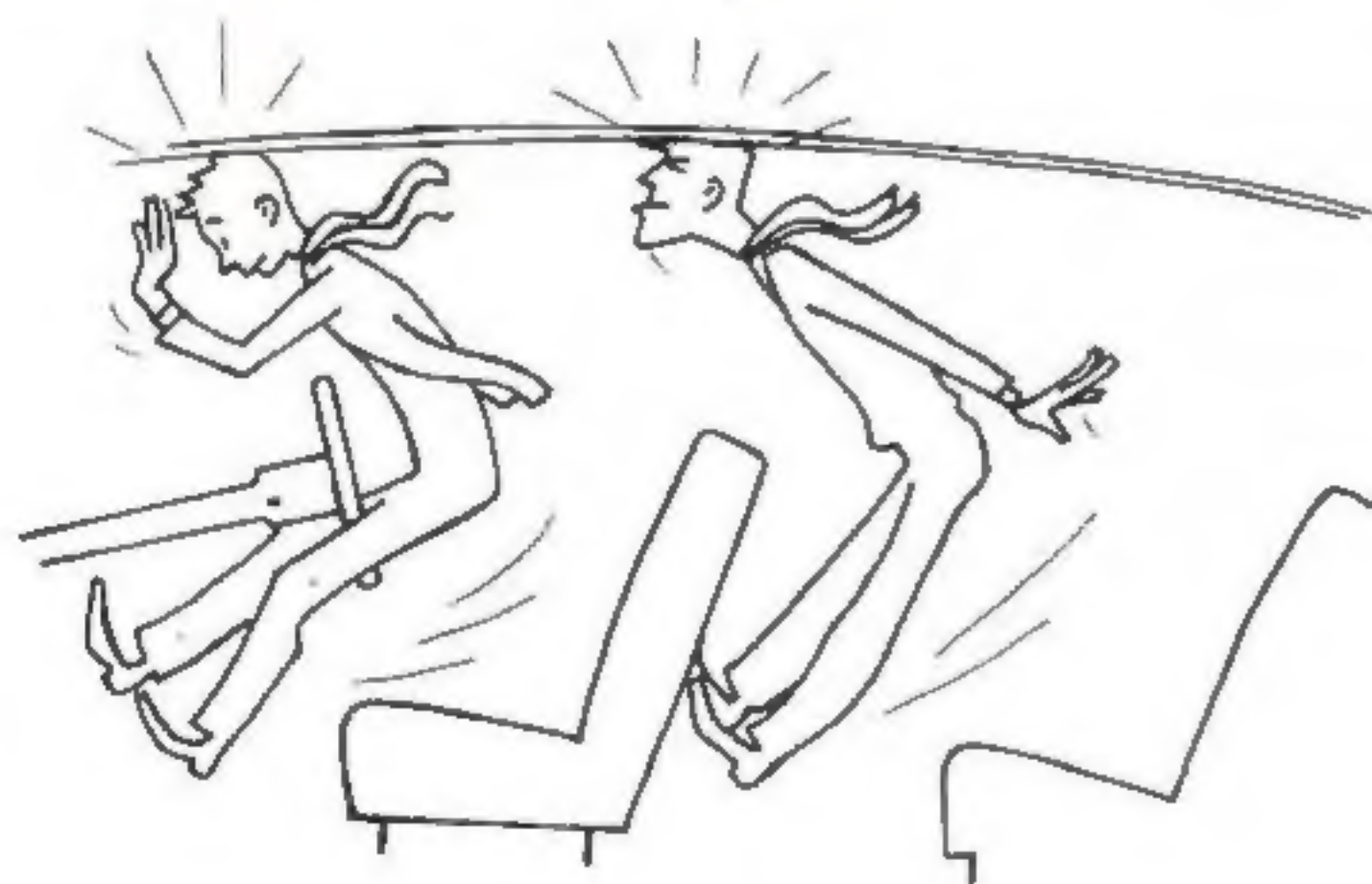
*Seat Belts  
Furnish Protection  
Several Ways—*



# 1

— PREVENTING EJECTION

Holding passenger inside vehicle—if ejected he is twice as apt to be hurt or killed.



# 2

— LESSEN INJURY FROM INSIDE

Reduces chance of being hurt from being thrown around inside the car.

*Reprinted by permission of Parts and Service Promotion  
and Training Department, Ford Division,  
Ford Motor Company, Dearborn, Michigan.*

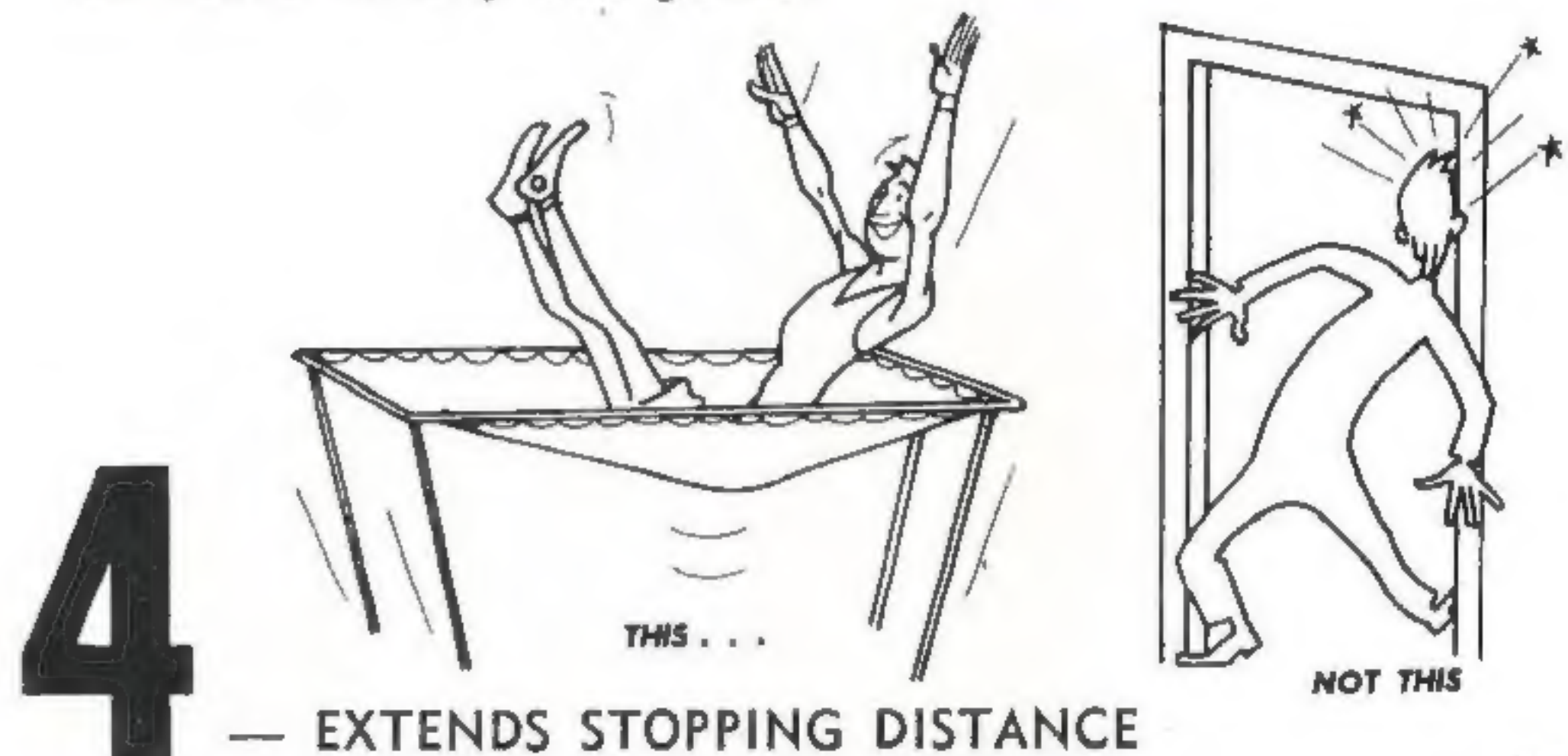
**A REMINDER!** If you have installed safety seat belts in your personal automobile, forward your name to Frank Jones, safety director, Beaumont, through your supervisor. Deadline is December 1. This will make you eligible for one of ten prizes of \$10 each to be drawn December 5 in the Seat Belt "Jackpot".



# 3

— SPREADS IMPACT FORCE

Spreads up to 5,000 pounds of force fairly evenly over a large area of the body which reduces greatly the force on any one point.



# 4

— EXTENDS STOPPING DISTANCE

Which, in effect, lowers the impact force by increasing the time it takes. Anyone who has bumped his head on a door jamb or fallen on the ice knows that even though force at impact is low, the shock and injury may be severe—because of the extremely short stopping distance. On the other hand, a fall on a trampoline with the same force would not harm the tenderest head—due in part to the longer stopping distance.

# 5

— BELT ABSORBS PART OF FORCE



The resilient, non-cutting surface of the belt will pass along more than 5,000 pounds of impact force to parts of the body that can take it. When the energy is then directed against a padded instrument panel, or deep-dish wheel, the remaining force is considerably reduced.